

## Guerrilla Advertising Strategies “A Theoretical Approach”

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### Abstract

In present economic scenario, people are exposed to a greater number of commercial messages which cannot be perceived unless they at first instance have grabbed the attention. Customers are getting better at avoiding being influenced by traditional advertising, both by using new technology and simply by mentally blocking them out. Advertisers have used some new advertising media that fell out of audience expectation, they realized that they needed to use innovative, inventive and unconventional tactics, strategies and techniques to keep their customers. Guerilla advertising strategies display creative ideas presented dynamically with unconventional methods at places where advertising would be least expected. The aim is to surprise, irritate, fascinate, and animate the consumer. Guerrilla advertising strategies are characterized as being more creative and eye-catching than traditional methods. Guerrilla advertising strategies are described as being fancy, atypical, unusual, original, provoking, flexible, dynamic, innovative, creative, and humorous. There are three effects distinguish Guerrilla advertising strategies from traditional methods, namely surprise, diffusion and low-cost effect. The aim of this paper is to contribute in creating a theoretical approach of Guerrilla advertising strategies by addressing the following: what is the origin of guerrilla advertising? what are the differences between guerrilla advertising strategies and conventional advertising strategies? what are the philosophy and the principles of guerrilla advertising strategies? and what are the forms of guerrilla advertising strategies? This paper assume that the use of Guerrilla advertising strategies makes a far more valuable impression on consumers, and the use of guerrilla advertising portraying the brands as innovative and exciting. The main forms of Guerrilla strategies are analyzed in this paper including Ambient Ad, Ambush Ad, Stealth Marketing, viral marketing, Brand pushers, Celebrity marketing, Video Games Marketing, Guerrilla Mobile, Product placement, Experiential advertising, Affiliate Marketing, Elevator ad, Bathroom Ad, Transit Ad, and Aerial ad.

### Keywords

Guerrilla Ads strategies, effects of surprise, diffusion and low-cost effects.

### Introduction

Advertising media are channels that enable the delivery of advertising messages to the target audiences. In nowadays world where customers are truly advertising literate, companies are developing innovative strategies that break through the clutter and grab viewers' attention. During the past few years, advertisers have used some new advertising media that fell out of audience expectation, they realized that they needed to use innovative, inventive and unconventional tactics, strategies and techniques to keep their costumers loyal and to gain new customers, because there is a thin line between getting their attention and pushing them away. All these innovative, inventive and unconventional tactics, strategies and techniques used for promoting a product can be comprised in the term “guerrilla advertising”, that the target

audiences do not expect them to be sources of advertising messages are termed guerrilla advertising. This term derives from “guerrilla marketing”, a concept introduced by Jay Conrad Levinson in 1984 which refers to an alternative form of marketing that uses unconventional tactics and strategies. Levinson’s first definition of the concept stated that guerrilla marketing was “a body of unconventional ways of pursuing conventional goals. It is a proven method of achieving profits with minimum money” ([www.gmarketing.com](http://www.gmarketing.com)). Guerrilla advertising appears in almost any space or format we can think of, it’s free from advertising clutter, guerrilla advertising also imposes surprises to audiences and win their attention more effectively than traditional media. Some guerrilla advertising may be tailor-made to reach smaller and specific target groups being neglected by traditional mass media. Guerrilla Advertising is being referred by different names including stealth marketing, viral marketing, buzz marketing, street marketing, ambush marketing and ambient marketing, guerrilla advertising is “an advertising strategy that focus on low-cost unconventional marketing tactics that yield maximum results” (Levinson, 1984). Guerrilla advertisers have the abilities to reach their consumers at the most unexpected place and time, it depends on the advertisers’ creativity and imagination to grab consumers’ attention so that it creates a memorable experience for the audience to remember their brand. The innovative and entrepreneurial spirit of guerilla marketers is mostly observed in the advertising activities of companies. Through the use of various media, tools and slogans, the guerilla marketer both differentiates the company’s ads from those of its rivals to a great extent and positions its products and services distinctly in the minds of the prospects. The differentiation created by the positioning of the ad’s message in the prospect’s mind not only communicates its message but also ensures that the message is imprinted for a longer period, this plays an important role in the effectiveness of the ad.

### **Objectives of the Paper**

This paper aims to contribute in creating a theoretical approach of Guerrilla advertising strategies throughout firstly analyzing the context of origin, principles and philosophy of Guerrilla advertising, secondly highlighting the integration of Guerrilla advertising as unconventional advertising strategies. Furthermore, explain the different types of Guerrilla strategies, to develop a comprehensive understanding of different Guerrilla advertising strategies.

### **The Paper Significance**

This paper highlights the functions of Guerrilla advertising strategies as up to date marketing approaches characterized by surprise-effect, diffusion-effect and low cost, using the techniques of ambient ad, ambush ad, stealth marketing, viral marketing, brand pushers, celebrity marketing, video games marketing, guerrilla mobile, product placement, experiential advertising, affiliate marketing, elevator ad, bathroom ad, transit ad, aerial ad, and other related techniques to gain advantages over competitors. It’s a dynamic, flexible, restless and provocative approaches to marketing.

### **Problem of the Paper**

This paper presents guerrilla advertisement and uses creative communication strategies to attract customer’s attention. The more the impact of advertising on message gets larger, the

more it draws the attention of the media. **Levinson (1984)**, claims that all kinds of innovative and eye-catching advertisements belong to the concept of guerrilla advertising strategies. The problem of this paper can be formulated in the following questions:

- What is the origin of guerrilla advertising?
- What are the differences between guerrilla advertising strategies as unconventional strategies and conventional advertising strategies?
- What is the philosophy of guerrilla strategies?
- What are the principles of guerrilla strategies?
- What are the effects of guerrilla strategies?
- What are the forms of guerrilla strategies?

### **The Hypotheses of the Paper**

- Guerrilla advertising strategies make a far more valuable impression on consumers in comparison with more traditional forms of advertising and marketing communication.
- The use of guerrilla advertising portraying the brands as innovative and exciting.
- Guerrilla advertising enable companies to execute marketing activities in unconventional ways, using more imagination than money.
- Guerrilla advertising depends on the advertisers' creativity and imagination to grab consumers' attention so that it creates a memorable experience for the audience to remember their brand.

### **The Methodology of the Paper**

This paper follows the descriptive method to describe the guerrilla advertising strategies as unconventional marketing approaches, and analytical method to analyze the different types of guerrilla advertising strategies.

### **Theoretical Framework:**

#### **Origin of Guerrilla Advertising:**

The term 'guerrilla' first appeared in the eighteenth century, or maybe even earlier, and it has a Spanish root, meaning 'small war'. People in England started to use this term in the beginning of the nineteenth century to describe the term 'fighter' ('A town was taken by the guerrillas'). In most languages, guerrilla still means a specific type of warfare. At the beginning of the twentieth century, this term became popular due to Ernesto Che Guevara, who used and defined this form of military tactics during the Cuban Revolution. Che Guevara was part of a small militia group that wanted to introduce its political concept into Cuba. Since Che Guevara and his followers did not possess so many resources, like weapons and money, they needed to fight using sabotage and an element of surprise. Che Guevara realized that his group was small and that it could be more flexible and achieve quicker coordination. Using 'unconventional weapons and activities' helped the group unsettle the enemy (**Che Guevara, 2006**). The name Guerrilla originally describes a group that uses a violent approach to achieve the implementation of their belief and ideology. The Guerrilla fighter's only advantage is the fact that they only know where and when they will strike. The term 'guerrilla' started to appear as a marketing term, the American marketing experts realized that the market was over-saturated, and they needed to find another way of advertising, wherever people go, they are bombarded with different

marketing initiatives, since they are exposed to so many marketing communication events, it is impossible to be influenced by them. They are constantly getting better at avoiding the influence of traditional advertising messages (**Dahlen, Granlund, & Grenros, 2009**). Being exposed to the same type of messages repeatedly will make the consumer familiar with it and immediately block them out (**Hutter, & Hoffmann, 2011**). One way to solve this problem includes increasing the advertising budget and marketing strategies, nevertheless, it is not a long-term solution. The best thing that companies can do is to make their messages different and to create something that will stand out from the competition, in order to be seen and heard by the customers. This is the reason why companies need to use guerrilla marketing; this concept was introduced by **Jay Conrad Levinson in the 1980s**. This method of promotion was developed particularly to help small companies, since they had small budgets and needed to make a big difference with their advertising campaigns. He started with a few industries including computers, solar energy, waterbeds and fast food chains, because these companies had empty wallets and big ideas. He realized that small companies could not afford to make mistakes, and everything had to be done right. The unexpected and unusual guerrilla advertising strategies help smaller companies to successfully reach their target group, even though their bigger market competitors had a large marketing budget, more experience, and a better spread to advance a market by using traditional strategies. **Druing and Fahrenholz (2008)**, posit that many small and medium-sized enterprise started with Guerrilla marketing and established their businesses creatively. Through constant growth rates they have the means to also afford traditional marketing tools to gain more and more market share and continue to attack the market leaders. Guerrilla advertising strategies are characterized by surprise effect, diffusion effect and low-cost effect. It is flexible in application and advocates for effective resources leverage.

### **Conventional Media Vs Unconventional Media**

Conventional media communications apply to older media: film, television, radio, billboards, face-to-face, physical print and placement / POP (point of purchase). These forms of conventional marketing can be far reaching and have a lifespan that is easily defined. If the lifespan of the marketing media is short, it is may be best suited for a once off event (**Gibson & Neilson 2000**). According to **Katz (2008)**, conventional media communications has a more visually appealing, nostalgic and more creditable aspect. Conventional media communications were never actually boomed until the early of the 1900s. Important media, such as the television, radio and print have been used widely by advertisers and marketers to promote their products and services. The nature of the conventional advertisements focuses more on educating consumers rather than entertaining and interacting with them. At some point, advertisers ran out of idea to attract their audience while the consumers were also tired of being advertised to. The unconventional means of communications offer a way out of the advertising clutter, creating a lasting image of the brand in the mind of the consumer, this has led to the emergence of unconventional media communications or guerrilla advertising. There are several factors that have contributed to the growth of the importance of the unconventional media communications:

- The lack of credibility and the inefficiency of traditional advertising.
- Customer's reluctance to the advertising message.
- The need to reduce the costs of promotion.
- The need for differentiation of the products and brands.

- Consumer's better understanding of marketing and selling techniques which makes them immune to commercial messages.
- The need for a better targeting of the audience which has become more and more fragmented.

### Conventional Advertising Strategies Vs Guerrilla Advertising Strategies

Conventional Advertising Strategies	Guerrilla Advertising Strategies
Primary investment is money	Primary investment is time, effort and creativity
Model for big business	Focus on small business
Success measured by sales	Success measured by profits
What can I take from the customer?	What can I give to the customer?
Mass media usage (direct mail, radio, television, newspapers)	Marketing weapons are numerous, and most are free
Advertising works	Types of unconventional marketing succeed
How much money do you have at the end?	How many relationships do you have at the end?

- (Levinson, 2011)

### Philosophy of Guerrilla Advertising Strategies

Firstly, it's worthy to mention that people have been using the term "guerrilla advertising" and "guerrilla marketing" interchangeably because advertising is a component of marketing. Although the two terms have some distinct features, they serve the same function that is to increase sales and to explain the value of product or service to target customers. **Levinson (1984)** highlights that guerrilla marketing is effective for small businesses because it is simple to understand, easy to implement and outrageously inexpensive.

He defined the root of the idea in his book "Guerrilla Marketing", his publication provided not only an explanation of the essential marketing idea, but also a philosophy for small business owners who wanted to follow the Guerrilla advertising strategies idea. He introduced new ways of advertising and presenting a business well with small budget and based the success of marketing strategy on the use of unconventional marketing channels, customer proximity, insistence and patience. A company should create as many points of contact with customers and prospects as possible in order to stay in their memory. **Trout and Ries (1986)** believed that Guerrilla marketing is best suited for small and medium-size enterprises. Trout pointed out that the market size also has to be manageable with the limited and available resources. Therefore, they suggested specializing and investing in niche product and/or market niche. Theirs is that small and medium enterprises should adopt niche approach which will allow flexibility and change, surprise and diffusion at low cost. **Kotler (2000)** suggests that Guerrilla marketing should be adopted by market challengers that try to increase their own profitability by gaining more market share from other enterprises in the same industry. A competitive advantage over the challenged firm is the foundation for a good strategy but also involves high risks, especially when the potential gain is high. Guerrilla advertising strategies are not a battle or physical combat, but a psychological battle that is fought and won in the minds of customers and consumers, partners and competitors through the segmentation of the population to serve, the targeting strategies adopted that result in the positioning of the firm's products and services in the mind of the customers and consumers for patronage. The original approach of Guerrilla

advertising strategies is as an alternative marketing strategy that suits small and medium sizes enterprises to act like guerrilla fighters have done in the past: hit valuable targets of large enemies by taking them by surprise. In their book “Under the radar: Talking to today’s cynical consumer”, **Jonathan Bond and Richard Kirshenbaum (1998)** used the term guerrilla advertising to describe unexpected and completely new media that catch the consumers off guard. In other words, the use of any advertising medium that the target audiences do not expect it to be a source of advertising messages can be classified as a guerrilla medium. According to **Bond & Kirshenbaum (1998)**, the main purpose of using guerrilla advertising is to find the weak spots in consumer’s “deflector shields” against invasion of overloaded advertising messages and get through to the consumer’s nerve center. Besides, the use of guerrilla advertising also has the added benefit of portraying the advertisers/brands as innovative and exciting, positive attributes that most advertisers/brands strive to have.

### **Guerrilla Advertising Strategies Principles**

- Find a Segment Small Enough to Defend: Try to pick a segment small enough so that you can become the leader.
- Psychological warfare: A guerrilla can take advantage of its smallness to make quick decisions. This can be a precious asset when competing with the big companies.
- Flexibility and restlessness: Don’t hesitate to abandon a position or a product if the battle turns against you. A guerrilla doesn’t have the resources to waste on a lost cause.
- It must be excitement and humorous. Make your customers remember you with smiling faces, that they will always desire to buy from you.

### **Characteristics of Guerrilla Advertising**

**Levinson (1984)**, claims that all kinds of innovative and eye-catching advertisements belong to the concept of guerrilla strategies. Accordingly, guerrilla advertising strategies are described as being fancy, atypical, unusual, original, provoking, flexible, dynamic, innovative, creative, and humorous. **Levinson (2011)** puts five characteristics of guerrilla advertising.

- 1- **Unexpectedness** - The chosen location to run the advertisement need to be totally unexpected and has a surprise element in it. Being unexpected is the main core of guerrilla advertising, it tackles the emotional reactions of the off-guard consumers, creating a memorable experience for the consumers and it is the best way to grab their attentions.
- 2- **Creativity** - Marketers or advertisers have to be creative and innovative when it comes to guerrilla marketing or advertising. A guerrilla strategy could only be successful when it is able to draw consumers’ attentions effectively.
- 3- **Cost effective** - Guerrilla campaign usually involves low cost advertising tactics as compared to the traditional marketing campaigns. It creates an immediate impact on the customers and converts it into sales.
- 4- **Interactivity** - Relationships are an important factor with companies adopting guerrilla marketing techniques. The relationships are sustained through interactions. Most campaign involve some sort of interactions with their customers on a personal level.

5- **Simplicity**- Guerrilla marketing or advertising should be as simple as possible. It avoids excessive usage of jargons that might confuse the consumers. The guerrilla technique would fail if consumers do not understand the messages being delivered.

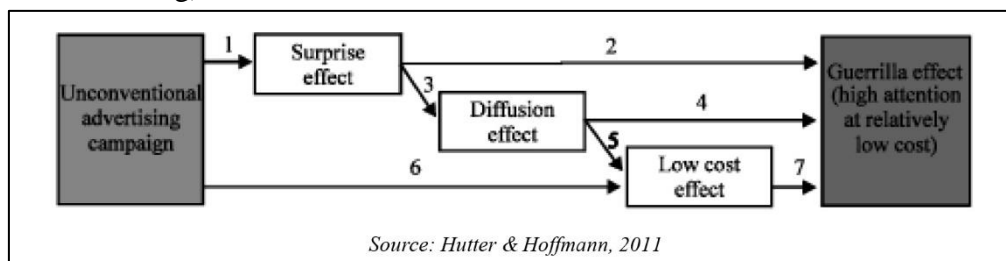
#### 6- Effects of Guerilla Advertising Strategies: (Hutter and Hoffmann 2011)

7- According to **Hutter & Hoffmann**, a “guerrilla effect” is the favorable ratio of costs and benefits; costs are monetary expenditures and benefits are increase in consumers’ attention. My theoretical framework for guerrilla advertising strategies’ effects will use their model, which consists of 3 components: surprise effect, diffusion effect and low-cost effect.

8- **Surprise effect** is a result of the divergence of perception and expectations; the discrepancy between expectations and the actual result can evoke surprise. This type of effect is commonly exploited by ambient and sensation marketing.

9- **Diffusion effect** explains the diffusion of a message among group of people. In traditional media, the price of a campaign often scales to the number of recipients. Guerrilla strategies provide possibilities for increasing the number of exposed ideas without increasing the budget. Basic element of diffusion stimulation is emotional experience; which guerrilla marketing can undoubtedly offer. The recipient of the emotional message is more likely to share his/her experience, which creates word-of-mouth communication chain and increase the number of recipients.

10- **Low-cost** effect stems partly from diffusion effect with consumers voluntarily forwarding the message. Nevertheless, guerrilla campaigns are mostly constructed in such a way that they require little monetary efforts. This means “free riding” and similar approaches (which is a basis for ambush marketing).



“Figure 1 - This figure shows the nature of Guerrilla effects and their relationships” - (Hutter and Hoffmann 2011)

### The forms of Guerrilla Advertising Strategies:

Although advertising communications can be dated back to 4,000 BC, when the Egyptians used papyrus to make sales messages, we can say that guerrilla advertising strategies are a relatively new term in marketing literature, and most of the experts and researchers are trying to find an acceptable definition for it. guerrilla advertising strategies are all about taking the consumer by surprise, making an indelible impression and creating copious amounts of social buzz. This form of communication is said to make a far more valuable impression on consumers in comparison with more traditional forms of advertising and marketing communication. This is because most guerrilla marketing campaigns aim to strike the consumer at a more personal and memorable level. **Kaikati and Kaikati (2004)** identified six main types of guerrilla techniques: viral marketing, brand pushers, celebrity marketing, bait-and-tease marketing, marketing in video games and marketing in pop and rap music. **Pavel and Cătoiu (2009)** include in the

unconventional advertising category the following: elevator advertising, taxi advertising, bathroom stall advertising, mirror advertising, aerial advertising, ambient advertising, body advertising, graffiti advertising. This area is changing constantly in the pursuit to find new ways to break through the advertising clutter. Consequently, more and more forms of unconventional advertising are identified by the economic literature.

### **In this context I will address the most famous forms of Guerrilla Ads Strategies:**

According to Hutter and Hoffmann (2011), ambient advertising (also ambient media) intends to “surprise consumers by placing unconventional advertisements often at unusual locations in the target group’s social environment” (Hutter, 2015, p. 33).

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### **I- Ambient Advertising Strategy:**

Ambient ad is one of the most important forms of unconventional advertising. It is an outdoor form of promotion that uses alternative and unconventional media, called ambient media (Pavel, Cătoi, 2009) in order to transmit the message. According to **Hutter and Hoffmann (2014)**, ambient advertising strategy (also ambient media) intends to “surprise consumers by placing unconventional advertisements often at unusual locations in the target group’s social environment”. The surprise effects in ambient advertising is essential in drawing its consumers’ attention to the product or services that is being promoted. **Hutter and Hoffmann** highlight the role of surprise evoked by ambient media for raising consumer attention and to intensify information processing in order to resolve incongruence, which leads to a positive attitude towards the advertisement model. This type of advertising is one of the newest and the most creative, and it’s expanding rapidly. The key to an effective ambient campaign is that the ad must fit the environment, it is placed in the context where the consumer encounters the message (**Reyburn, 2010; Ryan Segger, 2007**). The media used by ambient advertising include leisure parks, sport centers, landscape elements, bus stations and event in the streets. Ambient ads are effective means to build brand awareness and to generate buzz as they are placed in central



locations, in some of the most familiar places for the audience. They are unexpected and they create a direct contact between the brand and the consumer, bringing them closer together. The younger groups of people respond better to unconventional ads this is why they are the best suited target of ambient advertising. This type of ads “utilizes forms of demographic targeting which permeate consumer consciousness through non-intrusive, continuous, periphery display of advertiser’s information” (Pavel, Cătoi, 2009, p. 144). The costs of ambient advertising are reduced compared to traditional media, however they can deliver excellent results for the paid value. (Reyburn, 2010) An important criticism of ambient advertising is the lack of tools that can measure its effectiveness. (Ryan Segger, 2007) This aspect can become an impediment in the developing of this type of promotion, as the marketing departments of most of the brands request proofs of the results of the campaigns they spend the money on.

### Examples of Ambient Advertising Strategy “Figure 2”:



“Figure 2 – Ambient Ads Examples”

<https://www.boredpanda.com/33-cool-and-creative-ambient-ads/> - (Accessed 15.06.2020)

### 2- Ambush Advertising Strategy:

Ambush advertising broadly refers to a situation in which a company or product seeks to ride on the publicity value of a major event without having contributed to the financing of the event through sponsorship. It is “a form of associative marketing which is designed by an organization to capitalize on the awareness, attention, goodwill, and other benefits, generated by having an association with an event or property, without the organization having an official or direct connection to that event or property” (Chadwick & Burton, 2011). It is a planned effort of a company that isn’t a sponsor of a particular event to give the impression that it is by associating its name indirectly to that event, in order to gain at least some of the advantages of a real sponsor (Portlock, Rose, 2009). The main advantage of this type of unconventional advertising strategy is related to the fact that the ambushing company doesn’t have to pay sponsorship rights, which can be very costly sometimes. While the main purpose of ambush marketing is to confuse the consumer about who the sponsors are, a study undertaken in UK in 2009 (Portlock, Rose), proved that consumers with high event involvement are less likely to identify ambush brands as main sponsors. Also, contrary to the opinion that ambushing can damage brand image (Skildum-Reid, 2008), the study shows that these brands actually gain awareness and recognition, even though on a lower level than the sponsoring brands. Many of the most known brands around the world at one point or another have used ambush marketing. Some of these famous brands are Nike, Adidas, Coca Cola, Visa, American Express, Lufthansa and so on.

**Types of ambush advertising:** This marketing technique can be classified into two different forms:

**Direct:** involves advertisers promoting themselves as being a part of or associated with an event, diluting the exposure of official sponsors and their respective campaigns.

**Indirect:** uses of imagery relating to an event in advertising. This is to evoke a mental connection with a brand without any mentions.

### How is ambush advertising used in brand wars?

Ambush advertising is a marketing tactic that is used in brands' war, where a company hijacks the marketing campaign of a competitor in an attempt to steal the spotlight from the initial advertiser and gain more exposure from the competitor's marketing campaign. In other words, a company literally ambushes a competitor's marketing campaign and uses the competitor's resources and efforts to its own advantage, without the approval of the competitor. (<https://www.cleverism.com/what-is-ambush-marketing-how-is-it-used-in-brand-wars/>)

#### - Example of Ambush Advertising Strategy: BMW vs. Audi "Figures 3,4,5, & 6"

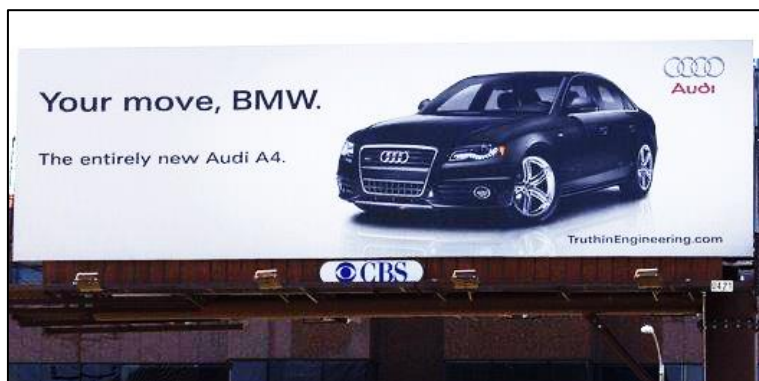
Santa Monica, California, may be famous for its lengthy pier and near-perfect weather, but this affluent coastal city was also the battlefield upon which two of the world's largest car manufacturers waged a war for billboard dominance. The spat began soon after BMW hosted a rally in Wisconsin, an event that was publicized through an accompanying campaign. The slogan of the campaign was "A BMW rally with two nearby service centers. What's next, paramedics at a chess tournament?". Audi saw an opportunity to capitalize upon BMW's campaign. In response to BMW's ads, Audi purchased a billboard in Santa Monica advertising its new A4 sedan and mocking BMW's slogan.



"Figure 3 – Ambush Ad 01 – Audi vs. BMW"

<https://www.wordstream.com/blog/ws/2018/04/04/ambush-marketing> - (Accessed 16.06.2020)

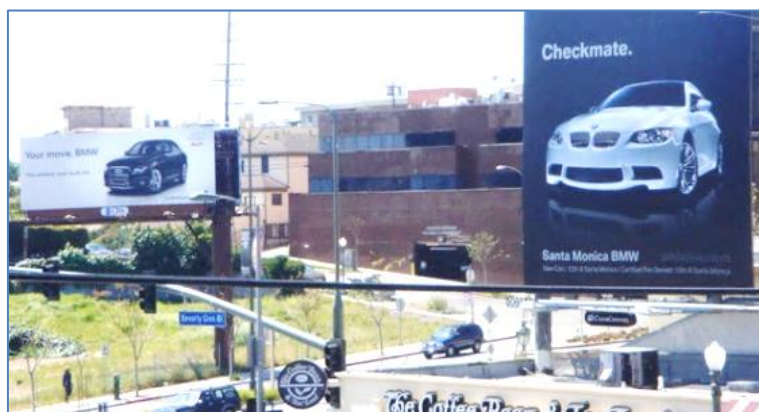
Not long after the billboard above appeared in Santa Monica, Audi doubled down and erected another giant roadside provocation to BMW, while cleverly sticking to BMW's regrettable chess theme:



“Figure 4 – Ambush Ad 02 – Audi vs. BMW”

<https://www.wordstream.com/blog/ws/2018/04/04/ambush-marketing> - (Accessed 16.06.2020)

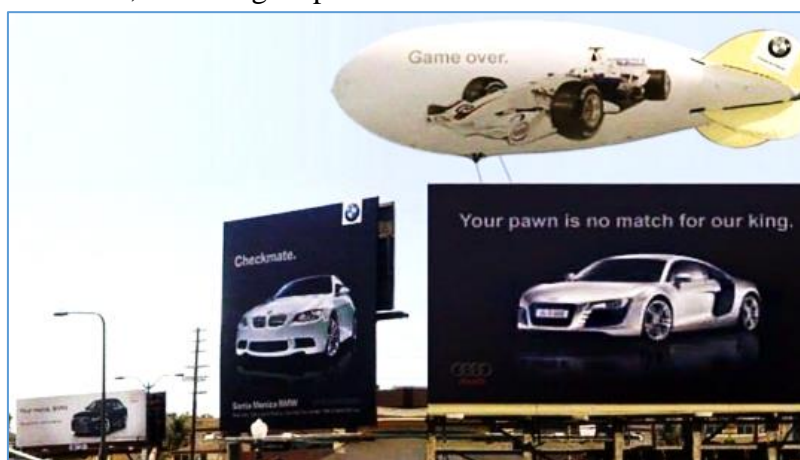
BMW didn't take this attack lying down. In response, BMW purchased an enormous billboard across the street from Audi's billboard:



“Figure 5 – Ambush Ad 03 – BMW vs. Audi”

<https://www.wordstream.com/blog/ws/2018/04/04/ambush-marketing> - (Accessed 16.06.2020)

After BMW erected its “Checkmate” billboard response, Audi upped its game again by launching yet another billboard ad with yet another witty chess-related quip. Ultimately, BMW won the day with its final, withering response.



“Figure 6 – Ambush Ad 04 – BMW vs. Audi”

<https://www.wordstream.com/blog/ws/2018/04/04/ambush-marketing> - (Accessed 16.06.2020)

### 3- Stealth marketing Strategy:

Stealth marketing is advertising something to a person, without them realizing they're being marketed to. It's a low-cost strategy that can be valuable to a business. Stealth marketing strategy is anchored on the premise that word of mouth remains the most effective form of promotion and that peer group recommendation is the ultimate marketing weapon. Stealth marketing campaigns help marketers to cut through the clutter of traditional advertising. Basically, stealth marketing attempts to present a new product or service by cleverly creating and spreading "buzz" in an obtuse or surreptitious manner. It is an advertising technique that relies on the power of word of mouth and is being referred to as "undercover," "covert," or "hidden" marketing (Roy, Chattopadhyay, 2008). Martin and Smith (2008) define stealth marketing as "the use of surreptitious marketing practices that fail to disclose or reveal the true relationship with the company that produces or sponsors the marketing message". Instead of aggressively shouting to everybody at the same time, stealth marketing tends to whisper occasionally to a few individuals. It loads a product or service with attractive features that make it "cool" or "in" and relies heavily on the power of word of mouth to encourage customers to feel they just "stumbled" upon the product or service themselves. Stealth marketing techniques are intended to promote the brand to audience's subconscious. Its objective is to induce to customers the feeling that they need or want a certain brand, without telling them out-loud how great that brand is or that they should buy that product.

#### - Examples of Stealth Marketing Strategy:

##### - Mini Cooper "Figure 7"

In the film *The Italian Job*, the team of thieves pull off their heist in a crew of Mini Coopers. The car was such an important part of the film and was featured so prominently in so many scenes that one could say that the entire movie was one big ad for Mini Coopers.



"Figure 7 – Mini Cooper Stealth Marketing"

<https://www.delnext.com/blog/en/stealth-marketing-campaigns/> - (Accessed 16.06.2020)

##### - FedEx "Figure 8"

Who wasn't touched by Tom Hank's stranded FedEx delivery man in the film *Cast Away*? Though he lived for years on a deserted island, FedEx was featured prominently throughout the film, both saving his sanity while he was on the island and serving as a touching denouement when he finally delivers the letter that kept him going at the end of the film. Again, one could

argue that the subliminal message of the film is that through rain or storm or even years on a stranded island, FedEx always delivers.



“Figure 8 – FedEx Stealth Marketing”

<https://www.delnext.com/blog/en/stealth-marketing-campaigns/> - (Accessed 16.06.2020)

#### 4- Viral Strategy:

The term “viral marketing” was coined by venture capitalist **Steve Jurvetson (1996)** when he described the marketing strategy of the free e-mail service Hotmail whereby each e-mail sent arrived with the appended message “Get your private, free e-mail from Hotmail at <http://www.hotmail.com>” along with the sender’s implicit recommendation. Thus, viral marketing is simply “word of mouth” via a digital platform. It involves spreading the message via “word of mouse” and ensuring that the receivers have the interest to pass along the message to their acquaintances. Viral strategy refers to a promotion technique that uses the existing social networks in order to increase brand awareness. **Porter and Golan (2006)** state that “viral advertising relies on provocative content to motivate unpaid peer-to-peer communication of persuasive messages from identified sponsors”. Compared to traditional media advertising, viral advertising is gaining popularity among advertisers because of its lower cost, better targeting, and faster diffusion relying on consumer collaboration and “word-of-mouth” (**Sabri, 2015**). The success of viral advertising campaigns may then depend on the advertising appeal, as well as the emotional reactions that it triggers. Effective viral advertising needs to contain surprise element (**Southgate et al., 2010**) and elicit high-arousal emotional reactions, either positive or negative. By using different approaches, viral strategy encourages customers to recommend a certain brand to their acquaintances spreading the message through a viral process, similar to the proliferation of pathological viruses. Whether it’s through word-of-mouth or through electronic equipment (such as mobile phones or computers) viral promotions are successful as long as the message is being resend over and over again. The message can take the form of video clips, images, text messages or even interactive games, e-books and brand able software. However, the message is not proliferated unless it’s interesting, funny or unusual. Viral marketing is exploiting one of the most important factors of influence on consumer’s decision which is the personal recommendation (**Kaikati, 2004**).

### - Example of Viral Marketing Strategy:

**Hotmail “Figure 9”:** Hotmail is one of the most classic examples of successful viral marketing. They offered free e-mail to the masses, and simply attached a signature at the bottom of each e-mail message that promoted their free service. Every single e-mail sent by a Hotmail user contained this message, thus spreading it like a virus. Recipients would see the ad, and as a result, they too signed up for Hotmail.



“Figure 9 – Hotmail Viral Marketing”

<https://www.viralblog.com/research-cases/how-hotmail-became-a-viral-hit-once/> - (Accessed 16.06.2020)

### - Subservient Chicken by Burger King “Figure 10”:

Burger King’s 2004 viral marketing campaign for their chicken sandwiches shows just how fun going viral can be. The Subservient Chicken was a man dressed in a chicken outfit who would perform whatever action you commanded him to. Just one day after the site’s launch, one million people had already given their commands to the subservient chicken.



“Figure 10 –Burger King Viral Marketing”

<http://www.creativeguerrillamarketing.com/viral-marketing/11-examples-of-viral-marketing-campaigns/> - (Accessed 16.06.2020)

### 5- Brand pushers Strategy:

Brand pushers are hired novice actors and actresses who approach unsuspecting people in real-life situations by personally slipping commercial messages in trendy bars, music stores, and tourist hot spots. These actors must be approachable and attractive enough not to raise suspicion, the paid actors can slide the advertised product under the prospects’ nose. (Kaikati, Kaikati, 2004). This tends to create a chain of influence by exposing a product or service to a few trendsetters who in turn influence hundreds more. They are required to maintain utter secrecy about their occupations by signing confidentiality agreements that prohibit them from divulging their secret assignments. An example in this category is the case of Sony Ericsson, which in 2002 in New York, hired actors to pose as tourists asking people to take pictures of them with their new camera mobile phone (Martin, Smith, 2008)

### - Example of Brand Pushers Marketing Strategy:

#### - Sony Ericsson Mobile Communication “Figure 11”:

In April 2002, the company began a brand pushers marketing campaign to launch its combination cell phone and digital camera. The brand pushers marketing campaign involved recruiting novice actors and actresses to be embedded as couples at tourist hotspots such as the Seattle Space Needle. These “fake tourists” asked unsuspecting tourists to snap their picture using the new T68i cell phone. The objective was to intrigue unsuspecting tourists with the new high-tech gadget and allowed them to discover the product on their own by actually using it on site. It was also designed to engage consumers interactively in an unconventional manner. Thus, the unsuspecting tourists received a marketing message coupled with a spontaneous demonstration not from a corporate pitchman, but from a much more powerful endorser: an enthusiastic “user” of the product.



“Figure 11 – Sony Ericsson Brand Pushers Marketing”

<https://www.delnext.com/blog/en/stealth-marketing-campaigns/> - (Accessed 16.06.2020)

### 6- Celebrity Marketing Strategy:

Celebrity marketing Strategy as part of the stealth marketing category, refers to the situation where a celebrity uses or talks about a product or a brand without it appearing conspicuous (Kaikati, Kaikati, 2004). The main purpose of this technique is to encourage fans of that celebrity to purchase the advertised product or brand. When using celebrity endorsers, however, companies must match the image of the celebrity to brand’s image and to the characteristics of the target market (Belch, Belch, 2003).

#### - Example of Celebrity Marketing Strategy: David Beckham for H&M “Figure 12”:

The Swedish super-retailer’s collaboration with legendary English football player David Beckham paved the way to the star’s Modern Essentials line for the brand. With a wide range of knitwear and slouchy-meets-tailored outerwear, the former footballer’s hand selected clothing line is the perfect mix of classy meets urban. And as if that’s not enough, H&M even released a variety of ads featuring everyone’s favorite eye-candy footballer in his underwear.



“Figure 12 – Celebrity Marketing – David Beckham for H&M”

<https://communicationandmarketing1dk15i2.wordpress.com/2016/04/11/david-beckham-for-hm/> - (Accessed 15.06.2020)

## 7- Video Games Marketing Strategy:

While corporate marketers have for decades vied to embed their respective brands in movies and television shows, some are beginning to focus on subtler efforts by embedding brands and logos in electronic games. The “advergaming” industry allows corporate sponsors to connect with young consumers’ lifestyles. While brands embedded in movies or television programs are received by the viewer passively, the effect of brands placed in video games is much more intense because the user becomes part of the entertainment while interacting with the game. Additionally, unlike movies or television programs, which are typically viewed only once, video games are played numerous times by millions of active gamers. Video game makers have long featured real brands and logos in sports games, such as car racing, to make their virtual world more authentic and realistic. Video game makers often sought out popular companies and, in most cases, had to pay them for using their logos. In fact, some had to pay a licensing fee to use other companies’ logos in their games.

### - Example of Video Games Marketing Strategy: Electronic Arts “Figure 13”:

Electronic Arts, one of the world’s biggest producers of video games, paid millions of dollars to the National Football League for its “Madden Football” game series. In the last few years, the economic relationships have changed whereby the game makers have gained more control. Nowadays, corporate sponsors are the ones paying for the privilege of embedding their products in a game. In September 2002, Electronic Arts signed contracts to receive more than \$2 million for including McDonald’s and Intel in its games. Gamers can participate in the Sims Online, an Internet version of the popular PC game, in which the objective is to control virtual characters as they go about their lives. Players can play on PCs blazed with Intel’s logo and are able to buy a McDonald’s kiosk and sell its fast-food fare. While auto makers were among the first to embed their models in video games,<sup>18</sup> they are currently using them as platforms to introduce new models in games years before the actual launch date for the real model.



“Figure 13 – Video Game Marketing - McDonald’s Game” - <https://www.ea.com> - (Accessed 15.06.2020)

## 8- Guerrilla Mobile Strategy:

Every weekend, smartphone owners spend in average 163 minutes communicating and using social media networks on their phones. From Monday to Thursday, they spend 87 minutes doing the same. Throughout the world, 79 per cent of smartphone owners have their smartphones with them on average 22 hours a day (Stadd, 2013). Mobile phones can be used for guerrilla



marketing strategies purposes in several ways, by using different kinds of technology and processes. The guerrilla mobile platform makes it just as easy to create a custom mobile app as it is to create a branded Facebook page. Guerrilla mobile platforms grab the attention of the people and inform them about everything that is happening with their company and products. Other mobile phone promotions include Bluetooth marketing, using SMS and MMS for sending vouchers and discounts, push notifications to notify potential customers about new offers, as well as using mobile photos in internet competitions. Using mobile phones as a source of important information that is always available to the phone owner gives the marketing professional a full scale of opportunities for customer relationship management and customer service marketing campaigns (Horky, 2014).

### - Examples of Guerrilla Mobile Strategy:

#### - Ford Motor Company “Figure 14”:

Ford made use of an excellent Mobile Marketing strategy to promote the release of their new Escape and Taurus models. All that was required was for people who wanted more information on the vehicles to send a text with the word ‘FORD’ to 63611. These customers were contacted and asked which vehicle they wanted further information on and they were then asked to provide their names and local zip codes. This info was then sent to local Ford dealerships, where follow-up calls were made to clients, resulting in an astounding 15.4% conversion rate.



“Figure 14 – Mobile Marketing Strategy – Ford Motor Company”

<https://new.soldsie.com/blog/4-examples-best-mobile-marketing-campaigns/> - (Accessed 15.06.2020)

#### - Starbucks Mobile Payments “Figure 15”:

Starbucks decided to make paying for a daily dose of coffee easier than ever by introducing its Starbucks Card Mobile App. All customers have to do to pay for their morning fix now after downloading the app is to load credit on to the app and then have their phone’s screen scanned at the checkout. This app is currently available for iPhone, iPod Touch, Blackberry and Android users.



“Figure 15 – Mobile Marketing Strategy – Starbucks Card Mobile App”

<https://marketingland.com/coffee-mobile-king-starbucks-serves-mobile-strategy-98823> - (Accessed 15.06.2020)

### 9- Product placement Strategy:

Product placement, also known as “embedded marketing”, it’s a marketing technique where references to specific brands or products are incorporated into another work, such as a film or television program, with specific promotional intent. This type of stealth marketing strategy refers to the embedding of logos and brands in TV shows, movies, video games and music videos. The origins of product placement are not yet determined; however, its frequency of use has increased after the placement of Reese’s Pieces in the E.T. movie (**Belch, Belch, 2003**). The increased number of placements especially in movies and TV in the past decades has made this technique less effective. The growing interest of the younger generations in computer games and in pop and rap music has offered marketers new spots where they can place the brands. These new mediums, however, are not as passive as TV and movies, as they provide the prospects an interaction with the product while playing the game or while reproducing the song that mention the brand (**Kaikati, Kaikati, 2004**).

#### - Examples of Product Placement Strategy:

##### - Reese’s Pieces in E.T. “Figure 16”:

Reese’s Pieces of the Hershey Company was featured in the phenomenally popular film of 1982, E.T. the Extra-Terrestrial. This product placement is estimated to have dramatically increased sales of the brand by an amount as large as 300%!



“Figure 16 – Product Placement Strategy – Reese’s Pieces in E.T”

<https://trendjackers.com/7-genius-examples-of-product-placement/> - (Accessed 16.06.2020)

#### - Audi in The Iron Man Trilogy “Figure 17”:

In the Iron Man trilogy, Tony Stark (Robert Downey, Jr.) plays the comic book scientist who spends his time constantly innovating and creating new technology for the Iron Man suit. Throughout the films, Iron Man’s suits have evolved, and due to Audi’s consistent involvement in the technology behind the film, so have Tony’s cars. Audi have a history of supporting product placements in cinema, and in 2004 Audi played a similar role as lead technologists to assist the look and feel of the production on the set of iRobot.



“Figure 17 – Product Placement Strategy – Audi in The Iron Man Trilogy”

<https://trendjackers.com/7-genius-examples-of-product-placement/> - (Accessed 16.06.2020)

#### 10- Experiential advertising Strategy:

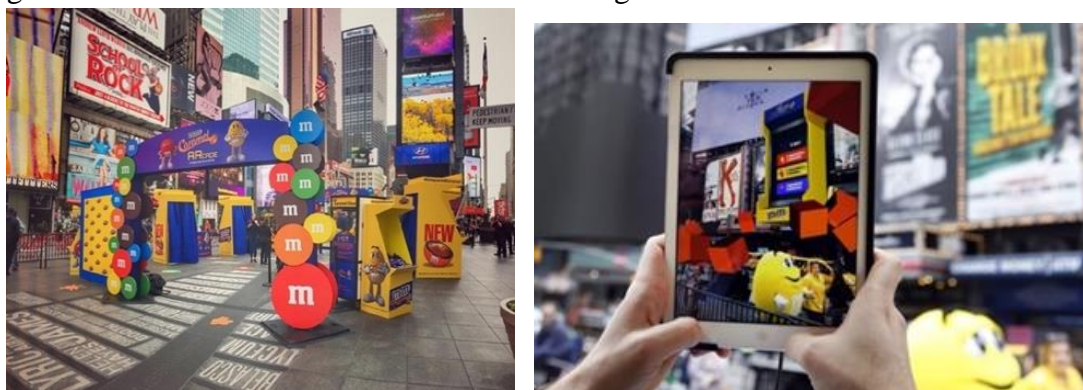
An advertising strategy that focuses on helping consumers experience a brand, experiential marketing veers off course from traditional strategies that broadcast brand and product benefits to a wide audience. Also referred to as engagement marketing, experiential marketing may be comprised of a variety of marketing strategies geared toward immersing customers within the product by engaging them in as many ways as possible. Ultimately, companies utilizing this strategy want to help customers form memorable, emotional connections with a brand to foster

customer loyalty and improve customer lifetime value (CLV). Experiential advertising strategy often considered a part of ambient advertising is a type of unconventional advertising that “conveys to the customer the real sensation of using the product” ([www.glossaryofmarketing.com/definition/experiential-advertising.html](http://www.glossaryofmarketing.com/definition/experiential-advertising.html)). However, while both ambient and experiential advertising use nontraditional media formats, the second engages the audience directly by interacting with them (Ryan-Segger, 2007).

### - Examples of Experiential Advertising Strategy:

#### - M&M Arcade “Figure 18”:

When M&M wanted to launch their new Caramel candy, they went a lot of extra miles and transformed the whole Times Square in New York into an Augmented Reality arcade (ARcade). The users had to scan these billboards using Blippar's augmented reality application on their smartphones and tablets to access an arcade of vintage games that brought a sense of nostalgia to the whole experiential marketing campaign. For other users across the country, they let the users scan the candy wrappers using the augmented reality app to get the same AR arcade gaming experience on their phones. This boosted their sales across the country and created a strong brand association of fun and childhood nostalgia for them.



“Figure 18 – Experiential Advertising Strategy – M & M Arcade”

<https://www.wowso.me/blog/6-outstanding-examples-experiential-marketing-campaigns> - (Accessed 15.06.2020)

#### - Lipton Misting Stations “Figure 19”:

To market their cool and refreshing Ice Tea in Australia, Lipton partnered with JC Decaux to promote their drink and convey a memorable message about their drink. To demonstrate the refreshing nature of their beverage they set up ‘Misting stations’ across few cities in Australia. These stations had a button on them which released a whiff of mist that refreshed the users who pressed it. Putting them near the bus stations, got them widespread engagement and put across their intended message in a way that left a good impression for the users and made them feel great at the same time.



“Figure 19 – Experiential Advertising Strategy – Lipton Misting Stations”

<https://www.wowso.me/blog/6-outstanding-examples-experiential-marketing-campaigns> - (Accessed 15.06.2020)

## 11- Affiliate Marketing Strategy:

Affiliate marketing is the process by which an affiliate earns a commission for marketing another person's or company's products. Affiliate marketing strategy refers to the relationship between the website of an electronic merchant and a network of partner website (affiliates), that operate as a virtual sale force. The affiliate websites' aim is to direct traffic to the merchant's site through advertising materials and commercial messages (Woods, 2008). Affiliate marketing is a popular tactic to drive sales and generate significant online revenue.

Extremely beneficial to both brands and affiliate marketers, the new push towards less traditional marketing tactics has paid off. The affiliates receive money compensation from the merchant for the visitors directed to its web site. However, the affiliate is paid only when the visitors make a purchase, thus the costs of this advertising technique are one hundred percent covered by results. This is also the most important advantage if this form of nontraditional advertising.

### - Example of Affiliate Marketing Strategy: Amazon Affiliate Website:

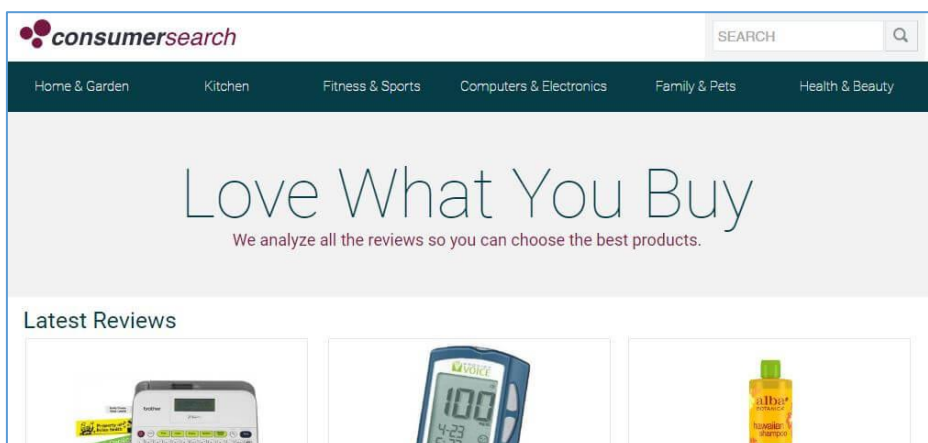
An Amazon Affiliate Website is any website that earns money by linking products from their website to the Amazon store. This can be a blog that references a product with a link back to Amazon, so customers can purchase that item referenced. Or on a larger scale, a whole marketplace website that references numerous Amazon Products.

### Successful Amazon Affiliate Website Examples:

#### - ConsumerSearch.com “Figure 20”:

This website started in 2000 as a review website which helped consumers by reviewing different products and offering the consumer the chance to purchase the product. These have become a very popular way for bloggers to create Amazon affiliate websites. It's a great way to feature products and a good review can be very motivating for someone to purchase. Monthly Visitors:

1.10M Visitors. Average Post Length: 1,000 Words  
How much do they make: This site was bought for \$33 Million

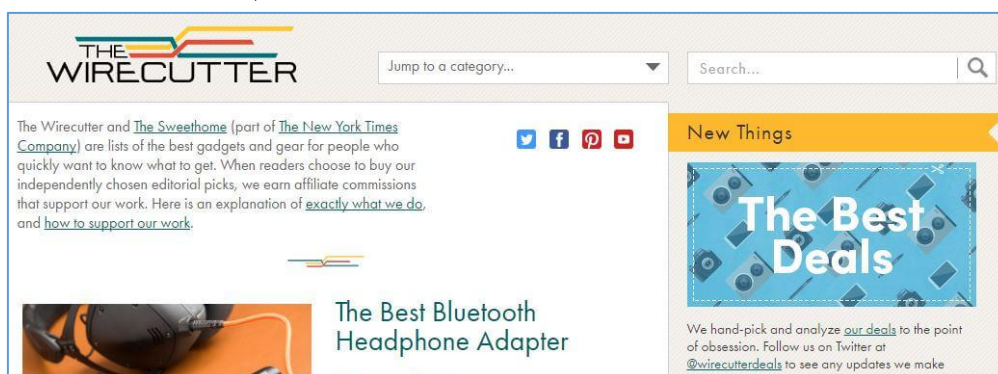


“Figure 20 – Affiliate Marketing Strategy – Consumersearch.com”

<https://walletsquirrel.com/amazon-affiliate-website-examples/> - (Accessed 15.06.2020)

### **TheWirecutter.com “Figure 21”:**

They start at the homepage notifying that they make affiliate commissions, but provide top end reviews from independent reviewers. This is great to be honest up front. In addition to being transparent, they also take the content as king strategy. Monthly Visitors: 8.10M Visitors. Average Post Length: 3,000-5,000 Words. How much do they make: In 2015, this site combined with The Wirecutter made \$150 Million in ecommerce sales.



“Figure 21 – Affiliate Marketing Strategy – Thewirecutter.com”

<https://walletsquirrel.com/amazon-affiliate-website-examples/> - (Accessed 15.06.2020)

### **12- Elevator advertising Strategy “Figure 22”:**

Elevator advertising is probably the most effective advertising available in terms of consumer awareness, simply because occupants of elevators are a captive audience surrounded by few distractions. Elevator ad is another form of unconventional advertising that has been frequently used in the past years. The walls and even the floors of the elevator units can be used to promote products, services and brands either by placing stickers, posters or even products inside the units or by running commercial movies and ads if the elevators are equipped with screen displays. Amongst the advantages this type of advertising presents there are: the physical and emotional proximity to potential customers due to the placement of the ads in the buildings where, the possibility to target the prospects by selecting the building category such as malls, hospitals or business centers (Pavel, Cătoi, 2009), it guarantees a captive audience as the elevator ads cannot be turned off.

### - Examples of Elevator advertising:



“Figure 22 – Elevator Advertising Strategy”

<https://www.boredpanda.com/33-cool-and-creative-ambient-ads/> - (Accessed 15.06.2020)

### 13- Bathroom advertising Strategy:

Bathroom ads has recently become an attractive form of promotion. The unusual location of this form of advertising inside the restroom area allows us to include in this category both bathroom stall advertising and mirror advertising, promotion techniques mentioned by **Pavel and Cătoiu (2009)**. Bathroom ads can take any form, from billboards placed on the walls of the stalls or close to the dryers, to adhesive stickers glued to the floors and mirrors, and even interactive or scented displays. Although at first companies were reluctant to placing their brands in such locations, the increasing need to grab customer’s attention has made them rethink their attitude. This is due mainly to the fact that research aiming to prove its efficiency has been undertaken.

### - Examples of Bathroom advertising “Figure 23”:



“Figure 23 – Bathroom Advertising”

[https://www.pinterest.com/search/pins/?q=creative%20bathroom%20ads&rs=typed&term\\_meta\[\]=creative%7Ctyped&term\\_meta\[\]=bathroom%7Ctyped&term\\_meta\[\]=ads%7Ctyped](https://www.pinterest.com/search/pins/?q=creative%20bathroom%20ads&rs=typed&term_meta[]=creative%7Ctyped&term_meta[]=bathroom%7Ctyped&term_meta[]=ads%7Ctyped) - (Accessed 16.06.2020)

### 14- Transit advertising Strategy:

As a new way to gain audience attention, transit advertising provides a low-cost option for reaching a mobile, urban audience (**Myers, 1999**). According to the US Transit Advertising Association, the major forms of transit advertising include bus exteriors, taxi exteriors, bus and commuter rail interiors, commuter station posters and miscellaneous display such as terminal clocks and air terminal posters. In Hong Kong, Mass Transit Railway and buses are the two major transit advertising media. The advertising mediums used in transit advertising include public transportation vehicles such as buses, trams, subways or trains, floor displays, island showcases and electronic signs placed in transit stations and also trucks, cars, scooters and taxis. In the past few years a new medium has emerged into this category: the airplane. Just like any other vehicle airplanes started to carry ads on the outside of the fuselage and on the inside on the overhead storage, on the tray-tables and on every available surface inside the

cabin. Amongst the advantages of transit advertising are the length of exposure, the frequency of exposure (especially in the case of commuters), the geographic selectivity, the flexibility of ad size and location, the varied audience it delivers (**Koblinski, 2005**). Moreover, transit advertising targets pedestrians, drivers and passengers, is intrusive and demand-led as it follows the population flow throughout the entire day and the inside the vehicle ads are delivered to a captive audience. The usage of this type of advertising is best suited for building brand awareness in major city areas, as part of integrated campaigns, but also for triggering purchase impulses (**Pavel, Cătoiu, 2009**). However, transit advertising also has some disadvantages related to the mood of the audience, the impossibility to control the route of the vehicle and the waste coverage (**Belch, Belch, 2003**)

#### - Examples of Transit advertising “Figure 24”:



“Figure 24 – Transit Advertising”

<http://localadvertisingjournal.com/transit-advertising-need-know-transit-advertising/> - (Accessed 16.06.2020)

#### 15- Aerial advertising Strategy:

Aerial advertising is a form of advertising that incorporates the use of flags, manned aircraft, or drones to create, transport, or display, advertising media. The media can be static, such as a banner, logo, lighted sign or sponsorship branding. It can also be dynamic, such as animated lighted signage, skywriting, or audio. Aerial advertising is a form of outdoor advertising, but it is not included in the above-the-line category (**Pavel, Cătoiu, 2009**). According to **Belch and Belch (2003)** this category includes airplanes pulled banners, skywriting, and blimps. **Pavel and Cătoiu (2009)** also mention projected advertising as part of this category, which is the projection of words or logos onto the night sky by using laser beams. These media can be used for reaching specific target markets, in certain locations or during certain events, especially sporting events. For example, Coppertone, a well-known sunscreen lotions brand, has often used skywriting over beach areas in order to increase brand awareness (**Belch, Belch, 2003**). Aerial advertising relies on the surprise element to intrigue consumers and to grab their attention.



## - Examples of Aerial advertising “Figure 25”:



“Figure 25 – Aerial Advertising” - <https://www.adsinsky.com/aerial-advertising.php> - (Accessed 16.06.2020)

## Results

- 1- Guerrilla advertising strategies make great impression on consumers in comparison with more traditional forms of advertisings.
- 2- Guerrilla advertising strategies enable companies to execute marketing activities in unconventional ways.
- 3- Guerrilla advertising depends on creativity and imagination to grab consumers’ attention.
- 4- The use of guerrilla advertising strategies portraying the brands as innovative and exciting, they create a memorable experience for the audience.
- 5- Guerrilla advertising strategies are characterized by surprise effect, diffusion effect and low-cost effect.
- 6- Guerrilla marketing is effective for small businesses because it is simple to understand, easy to implement and outrageously inexpensive.
- 7- Characteristics of Guerrilla advertising strategies are: unexpectedness, cost effective, interactivity, and simplicity.
- 8- The forms of guerrilla advertising strategies are changing constantly in the pursuit to create new ways to avoid the advertising clutter.
- 9- The surprise effects in ambient advertising is essential in drawing its consumers’ attention.
- 10- Ambush advertising is a marketing tactic that is used in famous brands’ war.
- 11- Stealth marketing is an advertising technique that relies on the power of word of mouth and it’s “undercover,” “covert,” or “hidden” marketing.
- 12- Viral strategy is a promotion technique that uses the existing social networks in order to increase brand awareness.

## Discussion

In nowadays world where consumers are suffocated by commercials ads that all sound and look alike, Guerrilla advertising strategies are the breath of fresh air, delivering messages in unexpected forms that most of the time entertain the viewers. Also, unlike traditional advertising, the Guerrilla advertising strategies don’t use persuasive messages trying to convince the audience to buy, but rather they address to customer’s subconscious creating memorable images of the promoted brands which last in the mind of the consumer, also they offer possibilities to convey the brand message in such ways that it becomes virtually impossible even for marketing literate customers to block it. There isn’t a perfect solution to advertise a product, however one must take into consideration all the possibilities and choose the one that are better suited for that particular situation. Guerrilla advertising strategies are able to pass the

protective shield that marketing literate consumers nowadays have built as a protection against the commercial messages that bombard them every day. This happens because Guerrilla advertising strategies are unexpected media and they catch them in locations and situations where they aren't expecting to be advertised at and where they are off guarded. While traditional advertising can reach large numbers of people, Guerrilla advertising strategies can better target smaller groups. It is impossible to say that one or the other is better. However, a combination of the two can deliver excellent results. Guerrilla strategies forms are numerous and different, but what they all have in common is the fact that they allow companies to break through the advertising clutter that prevents the commercial message to reach the consumer. The power of Guerrilla advertising strategies lay in the creativity and innovation that characterize this field. Guerrilla advertising strategies consist of a dynamic form of marketing which differs from the traditional marketing in emphasis on promotion, psychology, and using time and energy, as opposed to money, its philosophy consists of attaining conventional goals using unconventional methods. Guerrilla advertising strategies are deemed to be an effective tool of promotion and communication, its main components are, as shown above, elements of surprise, low monetary costs and a high reach.

## Conclusion

In the light of this paper, due to the phenomenon of advertising clutter, consumers nowadays have become experts in avoiding advertisement messages, therefore, in order to fix this problem, marketers and advertisers should be innovative and creative in delivering the messages to their consumers. Guerrilla advertising strategies are perceived as more creative and credible marketing communication, they are very effective ways of delivering a message to a large population, and it affects brand attitude, brand image, consumer behavior and consumer attitude. Guerrilla advertising strategies produce a positive effect even when big companies use it. Guerrilla strategies is up to date marketing strategy characterized by surprise-effect, diffusion-effect and low cost, using the instruments of flexibility, buzz marketing, viral marketing, sensation marketing, ambush advertising, ambient advertising and other related tools to gain advantage over competitors. It is a dynamic, flexible, restless and provocative approach to marketing and in some cases unconventional and controversial without offence to the law or to customers.

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