

The impact of the strategic dimensions of ambush marketing advertising design systems

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Abstract

Ambush Marketing is a new methodology in the marketing which has cemented its reputation as an emerging the marketing method. In the beginning, small companies started to use it in the West, due to their lack of financial funding that help to cover the increase in marketing expenses, so these companies used the most daring and cunning quantitative marketing methods and methods to reach consumers.

The research reviewed the concept of ambush marketing and its various definitions, which appeared as a result of the rapid and successive changes in the field of advertising, which created a new reality characterized by intense competition. The return achieved from it compared to what was spent on it.

The research reviewed the concept of ambush marketing and its different definitions, which appeared as a result of the rapid and successive changes in the field of advertising, which created a new reality characterized by intense competition. The return achieved from it compared to what was spent on it

Also, the consumers have less interested in traditional advertising and respond to activity due to advertising chaos and similar content in many cases, so it has become imperative for organizations to adopt more creative, reliable and effective means to attract customers' attention, such as quantitative marketing techniques

The various types of ambush marketing were also discussed, whether direct, indirect, or even surprising. Some may see this approach as immoral and unprofessional, And shed light on the different strategies of ambush marketing and the uses and advantages of ambush marketing, which helps to avoid the high cost of sponsorship through the practice of a range of promotional activities during the holding of the events of a specific event to delude their participation in sponsoring the event and then obtain large gains to benefit from a specific event (sports - political). - Technician) to gesture and create an unreal impression for customers that they are one of the official sponsors of this event and then achieve great gains without incurring the cost of actual sponsorship.” Some may see this approach as immoral and unprofessional, while

نوفمبر ٢٠٢٤

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others see it as a legitimate competitive marketing practice as long as it does not exceed the laws. the organization.

Keywords:

Ambush, Ambush marketing, direct ambush marketing, Indirect ambush marketing