



GUERRILLA MARKETING & SOCIAL CAUSE: HOW GUERRILLA MARKETING HAS BEEN EFFECTIVELY USED TO CREATE SOCIAL AWARENESS IN THE WORLD

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Keywords: Guerilla marketing, Communication, image, positioning, social awareness

Abstract

Based on the theory of Darwin - "survival of the fittest", every other company in the modern day scenario is using latest and innovative methods to increase its brand value in the minds of the consumers and one amongst the technique is guerilla marketing, invented by father of guerilla marketing Jay Conrad Levinson. According to him guerilla marketing was initially framed for small companies to make their presence felt among the bigger players without spending a huge amount of money in advertisements.

In this technique of marketing, out of the box ideas are used to create an impression on the minds of the people about their goods or products. This leads to a lot of different guerilla marketing campaigns by the smaller companies to make their presence among the bigger players in the concerned industry.

The kind of reach this technique achieved, made the bigger players as well to use this method for their products to reach to their consumers. Some of which got clicked and some have failed.

Apart from these profit minded and money making business houses, guerilla marketing as a technique is also used by various nonprofit organizations, advertising agencies and even by individuals to convey their message relating to a cause. Which indeed has given them a enormous attention and positive response towards their campaign.

Introduction

Introduction to Guerilla Marketing

The father of guerilla marketing Jay Conrad Levinson brought in a new concept of marketing in the year 1984 where he laid out a subtle marketing idea and strategy that people from advertising agencies or big multinational companies or even small businesses can adopt to this technique to bring in more value to their business.

The concept of guerilla marketing is to create a huge impact in the minds of the people about a company or a product with very less investment, however with a considerable amount of risk that the campaign may back fire against the product.

This type of marketing gets attention from people by shocking them with things that they don't expect to see. Guerrilla marketing is inventive, creative, personal, out-of-the-box marketing. Yes, it often involves a small budget. Yes, it often involves social networking. And yes, it can work. Often brilliantly.

Guerilla marketing and big enterprises

Though the father of guerilla marketing suggested that the idea of guerilla marketing is meant for small business houses ironically even big enterprises picked up the upbeat strategy of guerilla marketing going by its successive campaigns.

There are various examples of guerilla marketing picked by the big enterprises and they are as follows

Microsoft, Sony, HP, Nissan, 3M etc.

Guerilla marketing in India

Guerilla marketing picked up pace in India, where bigger enterprises took to directly compete with their competitors.



Big enterprises like Future Group took on their competitor on a big bill boards.



Guerilla marketing and social cause

Be it charitable reasons or merely bringing awareness to the issue, guerrilla marketing has emerged as a great form of marketing. Social issues like human rights, smoking or cancer can be most effectively handled using guerrilla marketing tactics.

To create awareness among the people this guerrilla marketing technique has been used effectively around the world to make the world a place of better living.



The obey campaign created by Shepard Fairey, who describes his work as “an experiment in phenomenology.” This iconic sketch was used in skateboard park to create a sense of curiosity and making the people to question their connection to the society that they are living the word “Obey” can now be found from San Francisco to Tokyo.

Since Guerilla marketing has proved to be versatile and money making advertising tool this technique is used by big organizations to make profits, likewise it is also being embraced by nonprofit organization to get attention towards their novel causes.





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In 2008 to promote Lights out for earth hour, WWF used stickers which looked like light switches in various outdoor locations all around Switzerland. People all around Switzerland actually thought it's a real switch and went forward to switch them off and later noticed that it's a sticker. This was a campaign about an event 'Lights out for earth hour'.

Against child labor a real life size child picture was kept in a revolving door in Amsterdam to create awareness against child labor.



Awareness about homeless people

In the United States of America to create awareness among the people a nutritional chart was fixed on the garbage bin which had nutritional values in the meal for 1 person. It created a tremendous change in the minds of the people to know the plight of homeless people in America.

The main idea of guerilla marketers behind any of the guerilla ads is to capture our attention in a distinctive and unusual way to make us think or experience the message at least for once.



This is another example of Stop smoking guerilla advertisement in England.

One of the awareness raising campaigns was for End It Movement. They use red X's to build awareness for ending human trafficking. Even celebrities joined in on the campaign





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This organization is called Feed South Africa, and their mission is to feed the disadvantaged. This is a great example of the importance of the ads location because any food placed in the shopping cart appears to be handed into the child's hands, inflicting some type of emotion by the shopper. According to their website,

“These decals in shopping carts saw a marked increase in donations and a significant boost in website traffic.”

The amount of guerrilla marketing campaigns that have promoted awareness to an issue are never ending. Whether trying to solicit donations for charitable causes or simply just bringing awareness to the issue, guerrilla marketing is a great form of marketing for non profits to use. It promotes their mission with the use of much financial resource



A vending machine was set up on the streets advertising dirty water. Instead of different varieties of soda, it was actually different varieties of diseases found in dirty water. Stunning! It is even more interesting that people would actually put in a \$1 (which ultimately was donated to the cause) to see what came out.



Some of the Guerilla Marketing campaign in India are

1. Coca Colas Small world machines where it is being used to become a bridge between the two nations India and Pakistan.
2. An experiential campaign by the Mc cann bengaluru office an initiative for the pub Zara in collaboration with Chennai city traffic police have gone viral in creating a positive feed back on the minds of the people. That if you are drunk get driven. Yamaraj – Drink and Get Driven link. <https://www.youtube.com/watch?v=EsSembHekes>
3. The ad campaign, created by India Ogilvy, showcases a snappy routine enacted at a busy artery in Mumbai with the hijras explaining the importance of wearing a seat belt. Dressed in smart uniforms, they mimic airline hostesses, squeezing between the lines of cars and clapping in unison as their leader belts out sassy instructions to drivers. https://www.youtube.com/watch?v=muCU6_Y_Kyo

Objective

Use of Guerilla marketing in social awareness.



Methodology

The study consists descriptive information. This study is based totally on the secondary data. The data was collected through internet.

Recommendations

When compared to regular advertising guerilla marketing tend to create a deeper and effective influence in the minds of the people. As the medium of communication is unique and eye catching. This medium of communication is used by the marketers successfully in influencing the customers and creates a positive image in the minds of the user. The same way this guerilla marketing technique can be used to create a sense of entertainment in turn to engage the audience with the message which is intended.

Conclusion:

Though the reasons and the cause for the birth of guerilla marketing is to help small organization to reach out to people with very small of investment in advertisement. Guerilla marketing have proved that this method can also be used effectively to inform, educate and create curiosity in the minds of the people towards a greater cause by making the citizen more responsible with various intended messages which in turn lead the development of the society

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