

## The role of guerrilla marketing strategy to enrich the aesthetic and functional values of Brand in Egyptian market

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### **Abstract:**

Guerrilla marketing is an unconventional and low cost marketing strategy that achieves significant and distinctive effects compared with traditional marketing strategies.

Undoubtedly it is successful in practical applications, still new, fresh and not as explicitly explored academically as other marketing methods.

The research investigates the guerrilla marketing strategy as an important, creative, innovative technique and low cost in marketing process.

It presents an approach of Guerrilla marketing; definition, principals, advantages and its role to enrich the Aesthetic and functional values of brand.

The paper believes that guerrilla marketing is one of the best marketing and advertising strategies that can be used to enrich the aesthetic and functional values of brand and create a distinctive competitive position in the current economic situation in Egypt.

Also, the researcher believes that the benefit from Guerrilla marketing strategies will contribute to revitalize the advertising industry and commercial movement in the Egyptian market, which will activate the Egyptian economy.

The paper presents some suggested ideas of ISIS company for organic food that depend on take advantage of Guerrilla marketing strategies.

**Key Words:** Guerrilla marketing – Aesthetic and functional values – brand image.

### **Introduction:**

After more than a year on the January 25 revolution, the Egyptian economic situation became in continues Deterioration, which impact negatively on the advertising industry in Egypt.

Brands became in continuously challenged, Intensive competition for a privileged competitive position and customers are increasingly more demanding. Therefore, it is essential for marketer and advertiser experts to constantly think of new platforms, new media, test other paths and provide different ideas which fit the current economic situation.

Guerrilla marketing is an "unconventional marketing which intended to get maximum results from minimal resources." Guerrilla marketing campaigns are typically more inventive and in places that the customers wouldn't likely expect advertisements to be.

These campaigns typically are lower budget, but highly effective because of the creative and sometimes interactive aspects.

This type of marketing can use both positive and negative images to make people react and remember a company, brand, a product, or even a simple message

A guerrilla marketing takes the customer by surprise and makes an indelible impression.<sup>(1)</sup>

Therefore, the research believes that Guerrilla marketing should have an important and clearly place in Egyptian marketing, because it is one of the best marketing strategies that can fit the current situation of brand advertising in Egypt

It is ideal for small businesses that need to reach a lot of people and also for large companies who are trying to have valuable brand and distinctive Competitive position.<sup>(2)</sup>

**The problem of this study may be formulated as follows :**

- Does the guerrilla marketing strategy contribute to enrich the aesthetic and functional values of Brand?
- Does the use of guerrilla marketing strategy affect on brand image? And how?
- Does the guerrilla marketing strategy enrich the innovative and creative aspects of brand?
- How to take advantage of guerrilla marketing strategy to create a distinctive value and competitive position for brand in Egyptian market?
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- The research aims to clarify:
- The role of guerrilla marketing strategy to enrich the aesthetic and functional values of Brand in Egyptian market.
- The role of guerrilla marketing to attract the customer's attention to brand by enriching creative and innovative aspects of it.
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- Hypotheses
- The use of guerrilla marketing strategy may enrich the aesthetic and functional values of Brand in Egyptian market.
- The use of a guerrilla marketing strategy may affect on brand image.

- The guerrilla marketing strategy enriches the innovative and creative aspects of brand in Egyptian market
- The use of guerrilla marketing strategy attracts customer's attention to brand better than traditional marketing.
- The guerrilla marketing strategy creates a distinctive value and competitive position for brand amid its competitors in the Egyptian market.

**Guerrilla marketing definition:**

The term guerrilla marketing was inspired by guerrilla warfare which is a form of irregular warfare and relates to the small tactic strategies used by armed civilians. Many of these tactics includes ambushes, sabotage, raids and elements of surprise. Much like guerrilla warfare, guerrilla marketing uses the same sort of tactics to achieve a competitive in the marketing industry.<sup>(1)</sup>

The original term was defined by Jay Conrad Levinson in his book "Guerrilla Marketing" back in 1984 as "the act of executing an unusual or unexpected marketing activity in a common, everyday place in order to generate a buzz for products or services".<sup>(3)</sup>

The concept of guerrilla marketing was invented as an unexpected and unconventional system of promotions that relies on time, energy and imagination rather than a big marketing budget.<sup>(4)</sup>

It focuses on low cost, creative strategies of marketing. Basic requirements are time, energy, imagination and not money. Profits, not sales, are the primary measure of success<sup>(5)</sup>. Emphasis is on retaining existing customers than acquiring new ones.

Guerrilla marketing is a broad range of advertising method that identify closely on the target customers, drives to strike them by surprise when they least expect it<sup>(6)</sup> and has a lasting impression in a fun and positive way.<sup>(2)</sup>

Guerrilla marketing is a faster and more innovating way of marketing which create

attention with small budget and can often results in free publicity in other media. <sup>(7)</sup> The objective of guerrilla marketing is to create a unique, engaging and thought-provoking concept to generate a buzz for products or services” Guerrilla marketing involves unusual approaches such as intercept encounters in public places, street giveaways of

products, or any unconventional marketing intended to get maximum results from minimal resources. More innovative approaches to Guerrilla marketing now utilize mobile digital technologies to engage the consumer and create a memorable brand experience. <sup>(8)</sup>

### Guerrilla Marketing Principles:



Form (1) Guerrilla Marketing Principles

Through the various definitions of guerrilla marketing, the researchers can identify the most important main principles of guerrilla marketing as following form (1):

Unexpected: Guerrilla marketing strategy depends on unexpected situation and surprise element. It catches customers' attention and their interest by putting unusual objects in unusual places or using unusual objects in unusual time.

Creativity and innovative: Guerrilla marketing strategy relies on imagination, creative idea and innovative design rather than a big marketing budget. It is unexpected, unconventional and targeted customers in unexpected places. <sup>(9)</sup>

Drastic: A word "drastic" is defined by Oxford Dictionary as having a strong or far-reaching effect. <sup>(10)</sup> Guerrilla marketing strategy works with a form of drastic in order to reach maximum relevant target customers.

The element drastic enables the marketer to reach large number of message receivers without necessarily large marketing budget. Also it may significantly help the campaign to be cost-effective with high degree of Attention and Interest.

Humorous: Humorous effect in guerrilla marketing strategy helps to diminish the barriers between the customer and brand. Moreover, it can significantly increase the efficiency of the campaign by reaching larger number of receivers. <sup>(9)</sup>

Simplicity Guerrilla marketing strategy catches customers' attention by simple imagination idea and creative and innovative design.

One shot game: One shot game, meaning that the guerrilla marketing campaign is performed only in strictly limited period of time, indicates that the customers of the guerrilla messages understand that the campaign is only

temporary the concept should not be used again on the same market.

**Low cost:** The guerrilla marketing strategy is low cost in comparative with traditional marketing strategies. It depends on create innovation and creativity with low budget through the immediate impact on targeted customer.<sup>(9)</sup>

**Goodwill and customer benefit:** Goodwill can be defined as a disposition to kindness and compassion or more specifically as an intangible asset which provides a competitive advantage, such as a strong brand, reputation, or high employee morale.

Guerrilla marketing strategy always gives the target customer something that will make him feel richer or satisfied. The literature review revealed that those campaigns that use creativity and innovation which build trust and self-satisfaction of the customers may significantly help to efficiency of the marketing campaign. The benefit can be delivered by giving something for free or just giving them reason to smile.<sup>(9)</sup>

### **The advantage of guerrilla marketing in brand:**

Guerrilla marketing has many advantages in brand world; the researcher can identify the role of Guerrilla marketing to enrich the aesthetic and functional values of Brand as following:

- Guerrilla marketing relies heavily on unconventional marketing strategy, high energy and imagination, which works to promote creative and innovative aspects of brand and creates a distinctive image.

- Guerrilla marketing makes a more valuable impression with customer in comparison with traditional forms of advertising and marketing (12), which works on strengthening the relationship with the customer and save his loyalty to the brand.
- Guerrilla marketing strategy aims to strike the customer at a more personal and memorable level, which affect on customer emotion toward brand.
- The goals of guerrilla marketing are relatively simple: use unconventional tactics to advertise on a small budget. Think and create a trapezoid instead of a box, (13) which suit the brand advertising.
- Guerrilla marketing makes campaign so shocking, funny, unique, clever, or creative that people can't stop talking about it, which achieves brand reputation.
- Guerrilla marketing creates an indelible effect and a vital positive engagement to specific brand in a crowded media environment, where customers are multi-task and low attention.
- Guerilla marketing can create brand recognition without necessarily pushing products.
- Creative and innovative ideas of Guerrilla marketing give brand the opportunity to contribute in elevation public taste and culture of the recipient.
- Guerrilla marketing is ideal for all brands, small businesses that need to reach a lot of customers and also large companies who are trying to have valuable brand and distinctive Competitive position.



Form (2) Coca-Cola Happiness Machine

One major brand that has been doing a wonderful job of guerrilla marketing strategy is Coca-Cola. In January 2010, The Coca-Cola Company created the "Happiness Machine" video. The video featured a Coca-Cola vending machine that dispensed a lot of more than just a cold beverage. The video went viral and now has over 4.5 million views on YouTube. In May 2010, it won a prestigious CLIO( Gold Interactive Award). The film had the highest penetration in Brazil, Mexico, Japan and Russia.<sup>(1)</sup>

Guerrilla marketing is no longer static, but sometimes interactive... this feature increases the marketing tool's effectiveness as it increases media coverage and the customer's emotions, as people feel physically and emotionally involved in the process, enhancing the brand's relevance in its 4 dimensions:



Esteem, familiarity, relevance and differentiation.

An excellent example of this new trend is " McDonald's Pick n' Play" campaign form (3) ; an interactive billboard ping pong game that allowed customer to control the billboard with his smart phones and play ping pong. Without having to download any applications, he could just go to the website; select his desired prize if he won the game and then, the billboard will check whether the signal was close enough to play and if it was.<sup>(14)</sup>

With emotion, people are more likely to take irrational decisions and may buy products they do not need, but this powerful feelings can drive them inside a store and subconsciously choose in a favorable way for these brands maybe just to relive the experience and increase their self-esteem<sup>(15)</sup>



Form (3) McDonald's Pick n' Play" guerrilla campaign

### Analytical study:

The analytical study include two parts: part (1) include descriptive analytically methodology of the most famous international brand in the world in various media of advertising, which adopted to



Form (4) Coca-Cola Bus Stop Advertising

take the advantage of guerrilla marketing strategy.

Part 2: include some suggested ideas of ISIS Company for organic food in Egypt that depends on take advantage of Guerrilla marketing strategies.



Form (5) Mac Donald boardwalk



Form (6) Lipton-Clear-Green-Guerrilla-Marketing-Shopping-Bag



Form (7) DHL- Guerrilla-Marketing-billboard



Form (8) Kit-Kat-Guerrilla-Marketing-Park-Bench

**Through practical observation of Guerrilla campaigns, the analytical study shows the following:**

- Guerrilla marketing creates new ideas characterized by creativity and innovation
- Most ideas are simple and inexpensive.
- The Ideas depend on surprise and target the customer in unconventional and unexpected places.
- Guerrillas marketing create familiarity with brand and improve the effectiveness of customer loyalty toward the brand and its products.
- Guerrilla campaign present brand in a shocking, funny, unique, clever, or creative image that make people can't stop talking about it.
- Some ideas of guerrilla campaign have aesthetic values that enrich advertising place.



Form (9) AXE-Guerrilla-Marketing-SIGN

- Most ideas of guerrilla campaign solve the phenomenon of visual pollution of random advertising.
- Many ideas of guerrilla campaign achieve aesthetic pleasure, functional values and transcend public taste.
- Guerrilla campaign changes the negative perception of Advertising as to usable, useful, and fun media.

**Part 2:** the researcher suggest some ideas of advertising campaign design for Isis brand form (9), which based on some principles of guerrilla marketing as follows:

Creativity & Innovative: presented in design seats from company's products to reflect the feeling of comfort, Containment, safety and confidence.

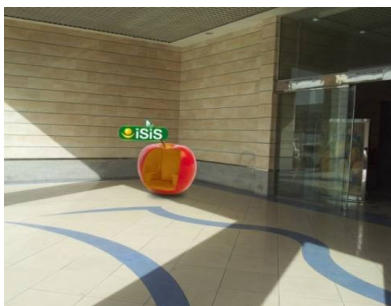
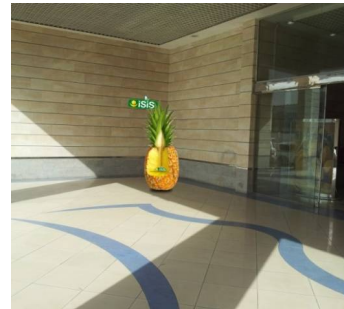
Unexpected: Presented in the idea of design and the campaign places.

Drastic: presented in reaching larger number of receivers

Humorous: presented in the campaign idea

Goodwill and customer benefit:

Presented in reflect feeling of satisfaction, trust and comfort



Form (10) suggested guerrilla-Marketing- campaign of Isis brand

### Results:

- Guerrilla marketing is a creative and innovative strategy for brand marketing.
- Guerrilla marketing creates more valuable impression with customer in comparison with traditional forms of advertising and marketing.
- Guerrilla marketing make an indelible impression of brand image, because it aims to affect the customer at a more personal and memorable level.
- Guerrillas marketing enrich the aesthetic and functional values of the brand and make it looks more innovative and distinguish.
- Guerrilla marketing strategy contributes to achieve a distinctive competitive position to the Brand in the markets.
- Guerrilla marketing allows the advertisers and marketer to

motivate creative and innovative ideas of brand.

- Guerrilla marketing may do a best fix for brand in Egyptian market but it take time, effort and power to create an innovative and creative campaign.

### Discussion:

The researcher believes that guerrilla marketing is one of the best marketing and advertising strategies that can be used to enrich the aesthetic and functional values of the brand and create a distinctive competitive position in light of the current economic situation in Egypt.

Also, the researcher believes that the benefit from Guerrilla marketing strategies will contribute to revitalize the advertising industry and commercial movement in the Egyptian market, which will in turn activate the Egyptian economy in the current period.

But it should be noted that the benefit of Guerrilla marketing strategies in Egyptian market may be based on some factors such as:

- **Culture:** refers to the ability of the customer to interact with new cultures and ideas of the Guerrilla marketing campaign.
- **New media:** refers to the costumer ability to interact with new technique and different media.
- **Behavior:** means the actions or reactions to Guerrilla marketing campaign and new media, how customers will interact with it, good use or misuse etc., Usually Behavior can be conscious or unconscious, overt or covert, voluntary or involuntary.
- **Specialized staff:** refers to specialized technical stuff in the Guerrilla marketing, whether

marketer and advertiser experts, designers or technicians etc.

### It should be concluded that:

- Designers should always search for new and modern trends in brand design and marketing process.
- Establish and promote a culture of Guerrilla marketing strategy and its features in Egyptian marketing.
- It should be take advantage of creative and innovative values of Guerrilla marketing strategy to enrich the aesthetic and functional values of the brand in Egyptian marketing.
- Must consider the ethics of the profession and the customer culture when using the Guerrilla marketing strategy in brand marketing.
- Must conduct specialized researches and studies in Guerrilla marketing strategy and other disciplines overlap it in different cultures and countries to determine the impact of it on customer in brand marketing.
- Change the negative perception of Advertising as simply a means to sell products to usable, useful, and fun media.

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