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Unconventional Marketing

Unconventional marketing is marketing that goes beyond conventional both methods and means of marketing communications and promotion. It is subdivided into the following types: guerilla marketing, viral marketing, covert marketing and shocking marketing.

Covert marketing is advertising for product or service that is not transmitted from the advertising source. «Not advertising sources" are ordinary people, scientists, government officials and celebrities. This information is not supplied in the commercials, but, for example, in an ordinary interview. The most famous modern example of covert marketing has been used by Sony Ericsson to promote a new phone with a good camera.

Viral marketing is aimed not to advertise any goods, and arouse consumer's interest. It is important that he would like the viral video and wanted to share it with someone. Advertising is a secondary matter in this case. Viral advertising can be represented by text, photo or video. An excellent example of viral commercials is advertising at Cannes Film Festival: the original, humorous and unexpected finale.

Shocking Marketing is scandalous advertising, which should draw attention to a particular product. The most glaring example is advertising with obscenities.

Guerrilla Marketing is a great way of advertising which aims to engage the target audience of its product, and not all consumers in general. The advertising material used are media cheap (flyers, business cards), or free ways (where it is partnership with another company). There is an excellent example of partnership between the sellers of flowers and a culinary shop. Example: "You are going on holiday and have bought flowers? But what about the cake?" Then contact numbers will be provided.

Currently, unconventional marketing has become increasingly popular unlike traditional due to its characteristics such as unobtrusive, efficiency, and a large consumer's confidence. Using unconventional marketing allows you to build bilateral relations with the consumer that promotes to learn more about the customer, to expect greater loyalty and produce an important effect on benefits growth.