

GUERRILLA MARKETING: CONTROVERSIAL ISSUES

The main factor of successful enterprise activity is flexible adaptation to unsteady market demands. Taking into consideration this day's economy development and its crisis period, it is necessary to stress that the paying capacity of people is decreasing. That's why enterprises instead of wasting money on inefficient conventional advertising measures have to concentrate on the target audience and to make them interested. Thus companies should use the alternative to direct marketing like guerrilla marketing.

Guerrilla marketing (GM) is unconventional way of advertising, using smaller budgets and a larger imagination, to capture the attention of consumers.

The need for GM in Ukraine can be seen in the light of three facts:

1. Because of big business downsizing, decentralization, relaxation of government regulations, affordable technology, and a revolution in consciousness, people around the world are gravitating to small business in record numbers.

2. Small business failures are also establishing record numbers and one of the main reasons for the failures is a failure to understand marketing.

3. GM has been proven in action to work for small businesses around the world. It works because it's simple to understand, easy to implement and outrageously inexpensive. [1]

GM was specifically geared for the small business and entrepreneur. But now, many major corporations are taking advantage of guerrilla marketing, including Nike, Apple, Proctor & Gamble, Nestle, AT&T and Sony.

A successful example of "GM" may be a method of joint advertising. There are three approaches to advertising - "on an equal", for "large" and "small" enterprises.

Joint advertising "on an equal" is the simplest case. For example: The visitor of the restaurant "Kozachok" has 10% discount in spa "Sea" and vice versa. Accordingly, each of the businesses that advertised together "on an equal", takes half the advertising costs.

Joint advertising for "large" and "small" enterprises has two sides of one coin.

There is a small firm that advertises itself. And there is a large company whose products sells or uses the small company. These businesses agree among themselves that a small firm in its advertising refers to the large one and large firm is paying for costs of small firms on advertising. For example: Restaurant takes off its own printed poster: "portion of the Meat + drink for 50 Hrn" and replace I by the beautiful poster: "portion of the Meat + lemonade "Obolon" for 50 Hrn." Café covers tables, standing on the street, by umbrellas with advertising of coffee producer. Hairdresser' signboard bears the logo of the company that manufactures hair dye.

Accordingly, if you represent a large company, you pay your partner a small part of the advertising costs, which has explicit mention of your product. Or you produce for your partner promotional materials that carry also your advertising – you manufacture free of charge or at prices several times lower than the market prices .

Your benefit is that your product name appears for a little pay more often in front of potential buyers. The most important is that it appears in places where consumer makes decision to buy smth.

If you are a small company - look at the products of which companies you sell to a large number of clients or use in dealing with customers. And ask the manufacturer to assist you - say you'll be glad to refer to it in their advertising, printing, and other external ads, if he will participate in paying for this advertising. You'll be surprised how often providers are to meet such a request.[2]

The most common instruments of GM are:

1. Addressed postcards are cheaper than brochures and advertising leaflets. Postcard immediately solves two problems: first, the message is opened, and secondly, read.

2. Use mad ideas and tricks. The company Young & Rubicam New York, engaged in promotion of washing machine LG, placed huge clothing in the city. The idea of advertising was to show that big things can be washed in a washing machine of normal size. Or posters placed strategically by KitKat at the entrances to the park and gardens. From the poster you can make a chair, on which is written the motto: "Take a break."

3. Prizes and discounts. One online store announced that it will give customers a discount - 3% if it is raining, 2% - if a little rain and 1% - if it is just cloudy. It succeeded to smooth out seasonal decline in sales.

4. Expanding the product range. Complement to the product or service helps to promote it. For example, a firm that produces frames, can attract more customers if it opens ophthalmologic cabinet at the store. How chain stores "LyuksOptyka did it."

5. Free products. Buying shampoo «Procter & Gamble» on our local market, you can get for free brush or cheap vanity bag.

6. An example of GM is a flashmob.[3]

Thus, the "guerrilla marketing" is non-standard methods to promote products on the market, with a small amount of money spent and, if properly pursuing it, it brings significant results and, consequently, profit. Especially this kind of marketing will promote the growth of small and medium sized businesses in Ukraine.

List of used sources:

1. <http://advertising.about.com/od/advertisingglossary/a/Guerrilla-Marketing-101.htm>
2. <http://rbn.cc/#development/57-shcho-take-partyzanskyj-marketyng>
3. <http://www.affect.ru/articles/article/show/85.htm>