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**GUERRILLA MARKETING: AN ECONOMIC BUSINESS  
ADVERTISING METHODOLOGY**

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**ABSTRACT**

*This paper is aimed at contributing to the topic of guerrilla marketing and complimenting on the efforts of other researchers on what is guerilla marketing, and how can new businesses with low budgetary income utilize it to advertise their goods? The foundation of this review is based on the work of Hutter and Hoffmann (2011). Guerrilla marketing is an alternative, cost-effective advertising strategy that only makes use of unpaid media. It does this by designing an atypical campaign that elicits an unexpected response, inspiring others to spread the word. The exact definition should serve as a direction for where attention should be focused rather than as a rigid set of standards that must be fulfilled. The startup is forced by the low budget to think of alternate, non-traditional advertising techniques. This is critical to eliciting a response in the recipients, which could spur them on to spread the word further. Encouragement of influencers and the media to spread the word is another option. The campaign's distribution expenses are eliminated by using these tactics. Additionally, an approach for developing a guerilla marketing campaign to promote a startup's product is suggested as follows: Campaign objectives should be developed, the target audience should be determined, the message and campaign should be designed, the distribution should be prepared, the budget should be established, and the outcomes should be measured. Like the concept put out, the approach is not a series of steps that must be taken but rather a set of advertising principles.*

**KEYWORDS:** Guerrilla marketing, economic advertising, advertising strategy, low budgetary income.

## INTRODUCTION

Over 20 percent of new businesses fail within the first year, and sixty-six percent fail within six years, according to Timmons and Spinelli (1999). Poor marketing accounts for thirty percent of startup failures, according to a study of thirty-two of them (Shah, 2011). Many businesses neglect to create marketing and customer acquisition plans in favor of concentrating all of their time and energy on product development. A business must successfully convey the benefits of its product to potential customers (Armstrong et al., 2012). We live in a century of idea diffusion, according to Godin (2003), who asserts that "people that spread ideas, regardless of what those ideas are, win." What matters is how something is sold, not what is offered (Godin, 2003). But still, Due to the large expenses involved, marketing is discouraged for businesses with little funding. Despite this, a number of experts contend that more individualized efforts are better and that traditional marketing is waning (Hoffmann, 2011; Armstrong *et al.*, 2012). Hence, alternative marketing strategies should be employed by startups, not just due to financial constraints but also because such strategies may end up being more successful.

There's a discrepancy between what people are exposed to and what they truly take in, according to Baker (2010). Given that the average person can only process 134 of the 2 million bits of information they are exposed to every second, a vast amount of information is overlooked. This suggests that marketing communications process only a small portion of the 0.007% of all available information. According to Johnson (2006), consumers may encounter as many as 3000-5000 advertisements every day. How many of these do you actually recall at the end of the day, when you stop to think about it? Hutter and Hoffmann (2014) claim that there is a wear-out effect from this extreme information overload. "A large number of people view advertisements. And it did function for a while. However, it isn't nearly as effective as it formerly was (Levinson, 2011). Another reason traditional marketing is less successful nowadays is that consumers have less free time despite having more options (Godin, 2003). It is getting more and harder to stand out from the crowd and attract the attention of potential clients. This compels businesses to use more creativity to attract customers.

It is clear from the overview above that startups need to approach product marketing differently. To get traction, they must make the most of the resources at their disposal by employing creative and unusual strategies. The utilization of non-financial resources is

emphasized in the guerrilla marketing strategy. "An umbrella term for unconventional advertising campaigns which aim at drawing the attention of a large number of recipients to the advertising message at comparatively little costs by evoking a surprise effect and a diffusion effect," is how Hutter and Hoffmann (2011, p. 4) define guerilla marketing. Others typically stress that it is a catch-all word for inexpensive, non-traditional advertising (Bigat, 2012; Hospes, 2007). Put another way, the emphasis is on innovation rather than financial resources (Daft, 1983).

Guerrilla marketing's tenet is using non-traditional techniques to achieve traditional marketing goals. So, unexpected content has the power to transform a traditional advertising medium or vehicle into a guerilla marketing tactic. Guerrilla marketing helps the marketing mix, particularly the communications mix; take on a fresh, creative look without rendering traditional marketing obsolete in this way. Instead, it has a point-to-point, supportive effect. Guerrilla marketing's primary goals are to stand out and draw attention. Generally speaking, a relatively lesser expenditure (than is typical for traditional marketing) should yield the most possible impact

## **1.2 Statement of Problem**

Guerrilla advertisement uses creative communication strategies to attract customer's attention. The more the impact of advertising on message gets larger, the more it draws the attention of the media. Levinson (1984), claims that all kinds of innovative and eye-catching advertisements belong to the concept of guerrilla advertising strategies. The problem of this paper can be based on the inference of What are the differences between guerrilla advertising strategies as unconventional strategies and conventional advertising strategies and what impact has it to the economy of the business.

## **1.3 Objective of the Study**

The study examined the impact of Guerrilla Marketing as an Economic Business Advertising Methodology, specifically/ the study objectives are as follows:

1. To investigate the impact guerrilla marketing has on conventional advertisement.
2. To examine the economic effect of guerrilla marketing on business.

## **1.1 Theoretical review**

### **1.1.1 Marketing Mix Theory**

The marketing mix theory: has been a key concept to advertising, it was proposed by Professor E. Jerome McCarthy in the 1960s. The marketing mix consists of four basic

elements called the four Ps. Product is the first P representing the actual product. Price represents the process of determining the value of a product. Place represents the variables of getting the product to the consumer such as distribution channels, market coverage and movement organization. The last P stands for Promotion which is the process of reaching the target market and convincing them to buy the product.

### **1.1.2 Means-End Theory**

The mean end theory was propounded by Gutmanin 1982, the theory holds that an advertisement should contain a message or means that leads the consumer to a desired end-state. Leverage Points aim to move the consumer from understanding a product's benefits to linking those benefits with personal values. The means-end theory is a highly regarded mental model for understanding consumer decision-making (Olson and Reynolds 1983). It is proposed that customers relate to products and services at three levels: attributes (components), consequences, and values (goals) (Figure 1). Attributes are at the lowest level, and are often objectively expressed in terms of physical characteristics, features, or components. The attributes of a car are the suspension system, interior fabrics, horsepower, and so on. The attributes for a car maintenance service, on the other hand, are the service attendant's response, expertise of the mechanics, operation hours, waiting facilities, etc.

### **2.2.0 Guerrilla Marketing**

The originator of guerilla marketing, Levinson (2007), characterizes the phenomena as a catch-all phrase for visually striking, inexpensive marketing initiatives. Instead of financial resources, guerrilla marketing requires assets like imagination, creativity, and time (Bigat, 2012; Levinson, 2007). Furthermore, Levinson (2007) links guerilla marketing to traditional marketing and describes it as an alternate form of advertising. "The process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return" is how Armstrong et al. (2012) define marketing. Likewise, marketing is defined as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large" American Marketing Association (2013).

Boone and Kurtz (2009) contend that guerilla marketing is a promotional strategy, in contradiction to Levinson (2007). According to Armstrong et al. (2012), traditional promotional tactics include public relations, sales promotion, advertising, personal selling, and direct marketing. Armstrong et al. (2012) claim that a business uses these to develop

relationships with customers and persuadably convey customer value in order to raise awareness of a product or brand, foster brand loyalty, and increase sales. Boone and Kurtz (2009) classify guerilla marketing as a distinct promotional tactic, placing it in the same category as direct marketing, public relations, sales promotion, advertising, and personal selling. The marketing communications mix and the promotional mix are other names for these promotional instruments (Armstrong et al., 2012; Belch and Belch, 2003).

Guerrilla marketing is explicitly defined as “an umbrella term for unconventional advertising campaigns that aim at drawing the attention of a large number of recipients to the advertising message at comparatively economic consideration by evoking a surprise effect and a diffusion effect” by Hutter and Hoffmann (2011).

### 2.2.1 Types of Guerrilla Marketing

**2.2.1.1 Ambient Marketing:** According to Luxton and Drummond (2000), ambient marketing is described as "the placement of advertising in unusual and unexpected places (location) often with unconventional methods (execution) and being the first or only ad election to do so (temporal)." It involves putting adverts on objects or in locations where people wouldn't often see them. Put differently, ads are positioned in unusual settings, frequently within the target group's immediate social circle (Luxton and Drummond, 2000). This kind of advertising comes in a wide range of sizes and forms. It can take many forms, from little stickers put in restrooms to murals covering an entire structure. Redesigning an airport baggage claim area into a roulette game to advertise a new casino is one example (Hutter and Hoffmann, 2014)



Example of ambient marketing campaign. Source: <http://en.wikipedia.org>

**2.2.1.2 Viral Marketing:** Fundamentally, viral marketing seeks to cause a diffusion effect (Hutter and Hoffmann, 2011). To make the message worthwhile sharing and attract the attention of a large number of receivers, it builds on the surprise impact. Costs for advertising are minimized since customers spread the word within their social networks "(Hutter and Hoffmann, 2011, p. 4). Viral marketing is also mentioned by Levinson (2007), who lists it as one of his 200 marketing guerilla weapons. Viral marketing is described as "an advertisement that is in some way tied to an electronic message" by Lis and Schultz (2014). It can be shared on any social networking platform, linked to an email, or attached to a video. When a customer spreads the word to other prospective customers, it's a type of advocacy or word-of-mouth endorsement marketing that has the potential to extend the message's visibility and influence exponentially. They draw a comparison between viruses and the phenomenon's use of social networks to distribute messages; both are transmitted from one person to another (Lis and Schultz, 2014). Social media, which is described as "Websites and applications that enable users to create and share content or to participate in social networking," is the term used to describe online social networks (Oxford Dictionaries, 2015)



**Example of viral guerrilla marketing: Source: <http://en.wikipedia.org>**

**2.2.1.3 Sensation Marketing:** According to Hutter and Hoffmann (2011), the goal of sensation marketing is to astound bystanders in public spaces by acting in unexpected ways. A flash mob is a sort of sensation marketing in which a crowd congregates in a public setting

and spontaneously pulls off an unusual act. Anything from a practiced dance routine to a pillow fight in public can qualify as it (Lum, 2010). As the only people to see this unique, one-of-a-kind, irreproducible event in real life, people at the scene pause to watch this breathtaking and attention-grabbing performance. Sensation marketing is an example of a "hit and run" strategy since it doesn't require any previous installs (Lum, 2010). One advantage is that, contrary to aggressive advertising, the action is frequently viewed as entertainment (Hutter and Hoffmann, 2011).



**Examples of sensation marketing. Source: <http://www.adverblog.de>**

**2.2.1.4 Guerrilla PR:** Hutter and Hoffmann (2011) define guerrilla PR as a method for spreading a message via the editorial section of the media, and consider it a subtype of public relations (PR). According to Grunig and Hunt (1984), conventional PR is the process of controlling the dissemination of information between an organization and the general public. "PR involves Building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events" (Armstrong et al. (2012). PR is typically not paid for, in contrast to advertising, when it comes to message presentation and delivery (Armstrong et al., 2012). According to Levinson (2007), it's critical to put in a lot of effort and perseverance into building and sustaining media partnerships. He goes on to say that instead of using a PR firm to manage this with their current media network, business owners should devote a significant amount of time and energy to reaching out to media outlets and following up on these conversations. The secret, according to Levinson (2007), is to give the media tales that can be published.



**Examples of PR guerrilla marketing ideal. Source: <http://www.adverblog.de>**

**2.2.1.5 Ambush Guerrilla Marketing:** This tactic is entering events—like concerts—covertly and promoting your own business, usually without authorization. The word "ambush" refers to the fact that it frequently surprises both the host and the guests. It also entails using a promotional activity or message to capitalize on an event that has already been scheduled and the audience that is attending. A festival, concert, or athletic events are a few examples of them.

### **2.2.2 Characteristics of Guerrilla Marketing**

The military is where the word "guerrilla" first appeared. "Guerrilla" is the diminutive form of the Spanish word "guerra," which means "war." Thus, "guerrilla" refers to "partisan warfare" or "small war," both of which have as their objective weakening the opponent in specific areas (Schulte, T 2007). The guerrilla concept's translation into marketing language gives rise to a variety of interpretations and viewpoints regarding the application and purposes of guerilla marketing. The primary factor that defines guerilla marketing is its unorthodox approach. "Guerrilla marketing is a collection of non-traditional approaches to conventional objectives. It's a tried-and-true way to make money with as little as possible (J. C. Levinson, 2013). A thorough definition of guerilla marketing is used for the analysis that follows: Another comprehensive, alternative marketing strategy is guerilla marketing. The idea refers to the choice of unconventional and non-dogmatic marketing initiatives that seek to maximize impact while minimizing expenditure. Guerrilla marketing has evolved into a fundamental approach that encompasses the marketing mix, a fundamental marketing policy mindset for market expansion that intentionally seeks out novel, unusual, previously

overlooked, and sometimes even frowned-upon opportunities for the use of instruments (K. Zerr, 2003). Specifically, guerrilla marketing can be classified as follows;

- **The Ability to Sprint:** Guerrillas are ready to explore even if there is a small opportunity. The success mantra is being at the right place at the right time.
- **The Ability to Run Marathons:** Guerrillas look for a plan that goes beyond months, frequency and adding values will win hearts. Focus on what work is profitable.
- **Transparent:** Guerrillas build trust and loyalty towards customers by transparency.
- **Community Focused:** A Guerrilla builds and connects the communities. Social media is all about contributions from communities. Guerrillas understand the community needs and focus and do accordingly.
- **Profit Driven:** Guerrilla marketing measures their profit not by clicks or visitors it's purely based on the profit itself.
- **Tech Hungry:** guerrilla social media marketer's is largely dependent on technology. So understanding the technology and all of its applications pays a better way of development.

There are numerous additional ways to define and interpret the concept "guerrilla marketing." Reviewing them will allow one to see reoccurring characteristics that make up guerrilla marketing. Guerrilla marketing, in their opinion, is [6–8]: Unusual, unexpected, inventive, provocative, cheeky, economical, effective, and adaptable; Atypical or unusual; Funny and humorous as well as spectacular and infectious.

### **2.2.3 How to create guerrilla marketing campaign**

According to The American Marketing Association (2013), communication is one of the four main aspects of marketing. Thus, understanding the communication process between a company and its customer is essential in creating any promotional material. Eight steps in creating an effective marketing communication program. These steps are elaborated on below to provide an indication of how to create a guerrilla marketing campaign.

#### **1. Keep the audience in mind**

As stated by Horkey (2009), accurately segmenting and profiling the intended population is one of the most crucial steps in creating a marketing strategy. To plan numerous subsequent steps and to know what to say, how to say it, and where to say it, it is imperative to have a clear grasp of the target audience's identity, thoughts, and behaviors (Horkey, 2009; Lum, 2010; Armstrong *et al.*, 2012). When corporations prioritize their own interests over those of

their audience, guerilla marketing strategies backfire. Above all, be sure you understand your audience: where they congregate (both online and off), how they interact, what matters to them, and whom they find inspirational. Your guerilla marketing strategies will be far more successful in this setting.

## **2. Ensure You Have a Call-To-Action**

When combined with a call to action, guerilla marketing initiatives can yield considerable benefits. Distributing materials bearing information about your business is ineffective. Make sure you include a call-to-action, like a giveaway, a coupon, or a website where they can fill out their contact information for further communication if you want results. This allows you to monitor the campaign's return on investment and make sure it is successful.

## **3. Focus on Smaller Groups**

Building a meaningful relationship with a potential consumer can be challenging if you are aiming for the middle of the bell curve. With smaller, more dedicated groups, relationships are simpler to establish and maintain. You may create brand supporters and leave a greater impression by zeroing in on small groups.

## **4. Maintain Clear Communication and media-intensive**

Choosing what to say and how to say it is the task at hand (Armstrong et al., 2012). First, Armstrong et al. (2012) state that three elements can be utilized to appeal to the audience when it comes to content, or "what to say": rational (about the audience's self-interest), emotional (arousing pleasant or negative feelings), and moral (making sense of what's right). Finding the area where the field of expertise of the sender and the recipient overlap is implied by the first factor.

## **5. Decide on the right combination for marketing communications.**

Choosing which promotional instruments to use, such as advertising, public relations, sales promotion, personal selling, and/or direct marketing, is the first stage in creating a marketing communications mix (Armstrong et al., 2012). In a similar vein, one can select among 200 guerilla marketing tools, such as PR and advertising (Levinson, 2007). Nonetheless, Boone and Kurtz (2009) classify guerilla marketing as a distinct kind of advertising.

## **6. Entertain, Startle and Surprise**

Effective guerilla marketing strategies shock, amuse, and amaze their target audience. For example, Michael Dubin, the creator of Dollar Shave Club (DSC), utilized cunning guerilla marketing to produce a now-famous YouTube video that distinguished DSC from the "other" dull shaving companies that are only interested in selling you expensive razors. The secret was for Michael to create an outlandish video while maintaining audience focus.

## 7. Avoid Being a Duplicate

To truly grab your audience's attention, your most effective guerilla marketing tactics need to be unique and unorthodox. Customers are able to spot imitators and posers easily, yet they reward resourceful and captivating marketers.

## 8. Don't Focus on Going Viral

Avoid trying to get viral. A false idol is something that goes viral. Try to come up with something that actually makes customers' lives better. The people who are drawn to content are consumers, and that result in revenue.

### 2.2.4 Merits and Demerits of Guerrilla Marketing

#### Merits of guerrilla marketing

**Spend less:** Guerrilla marketing can be effective even with limited resources.

**Have fun:** Developing a brand allows you to use your creativity and come up with unique concepts.

**Acquire insights:** You can learn more about people's perceptions of the brand by seeing their reactions.

**Go viral:** For optimum visibility, your campaign may be shared on social media by participants or the company. Media sources could draw interest as well.

**Forge alliances:** You might be able to work out a win-win arrangement with a park, festival, organization, venue, or other brand.

#### Demerits of guerrilla marketing

**Risk failure:** If a badly planned campaign is unsuccessful, the brand is exposed to the public, which could backfire.

**Risk loss:** If unanticipated events, such as inclement weather or political unrest, occur, you can lose money or profits.

**Embarrass or terrify an audience:** A few guerilla marketing techniques use ambush, video, or scare techniques that could make people awkward or afraid.

**Risk controversy:** Depending on how the campaign turns out, you may have legal challenges or negativity from the press.

**Loss of stakeholder approval:** Executives who would prefer to spend marketing budgets on more dependable tactics may refuse to support a campaign if it is too risky or out of the ordinary.

### 2.2.5 Effects of guerrilla marketing

#### The surprise effect

The theory behind the surprise effect is that a guerilla effort merits further investigation (Hutter and Hoffmann, 2011). "Differing perceptions and expectations lead to surprise," according to Hutter and Hoffmann (2011), p. 4. According to Levinson (2007), standard marketing is losing its impact, thus guerilla marketing—which incorporates an element of surprise—might be more successful at getting people's attention. To produce a surprise impact, certain elements must be present. A marketing needs to be unique from what is already out there in order for perceptions to surpass expectations (Hutter and Hoffmann,

2011).Schefren (2014) asserts in his webinar on the Future of Marketing that "it's better to be different than to be better," as "better" is a matter of opinion and "different" is a truth. The word "different" grabs interest (Schefren, 2014).

### **The Diffusion effect**

The term "diffusion effect" describes how a communication spreads, and Hutter and Hoffmann (2011) clarify that message recipients are one way that this can happen. The diffusion effect occurs gradually, whereas the guerrilla effect is frequently started by an unexpected incident (Hutter and Hoffmann, 2011). Similarly, according to Levinson (2011), guerilla marketing is a process rather than an event. "Guerrilla marketing eventually and regularly produces results. Seldom does it function right away (Levinson, 2011,). The marketing message's dissemination is what returns value to the business (Levinson, 2007). This component is referred to as "reach" by Hospes (2007) and encompasses both direct and indirect reach. While indirect reach denotes a two-step communication cycle, wherein the target audience, for example, further disseminates the message, direct reach suggests that a campaign is transmitted to an audience by the company itself (Hospes, 2007; Armstrong et al., 2012).

### **The economic effect**

According to Hutter and Hoffmann (2011), on page 5, the economic effect means that "the advertising message is placed and diffused flexibly and unconventionally that avoids typical advertising costs." Hutter and Hoffmann (2011) state that there are two methods to create the impact: either a low-cost campaign is planned, or a higher-cost campaign achieves a big diffusion effect, meaning a low cost per person reached. The second feature of guerilla marketing was very recently added, and it was first presented as a low-cost marketing strategy (Hutter and Hoffmann, 2011).

## **2.3 Review of Empirical Studies**

DinhDuc2015 examined the “Effects of Guerilla Marketing on Gen Y’s Purchase Intention — A Study in Ho Chi Minh City, Vietnam” The research purpose was to explore guerrilla marketing effects on consumer behavior. Based on previous literature of guerrilla marketing and proposed model frameworks of advertising, the research evaluated consumer perception through their exposure to 20 guerrilla advertisements. Factor Analysis and Multiple Regression were employed to examine such effects. The results showed that creativity, emotion arousal and message clarity had significant effects on purchase intention whereas

humor and surprise did not. Academicians may have some insights into the applicability of guerrilla marketing in Vietnam and managers, especially those working in advertising industry, may make use of the results to develop effective marketing strategy to attract and persuade their customers to buy their products. The study showed that advertisement creativity, emotion arousal, and message clarity had directly positive impact on consumer purchase intention with strict carefulness and good sample size in the research procedure.

Lun O. and Dr. Yazdanifard R. (2014) carried out a research paper titled, 'Guerrilla Marketing; A Successful Business Model for Xiaomi' As buyers are moving far from the conventional promoting effort, organizations require distinctive advertising effort to keep on differentiating themselves from different organizations. One of the most recent showcasing patterns is guerrilla advertising. Guerrilla showcasing is a sort of promoting effort that utilizes one of a kind, extraordinary and eye-getting to pull in more clients. This article is to investigate guerrilla promoting and how it turned into an effective plan of action for Xiaomi. Other than that, Word-of-Mouth will likewise be investigated and how it turns into a vital component in guerrilla showcasing. This article expanded the comprehension of guerrilla advertising and how Xiaomi use it.

Shakeel M. also, Khan M. M. (2011) investigated on the, 'Effect of Guerrilla Marketing on Consumer Perception' this clarified Guerilla promoting was one of the developing showcasing procedures, which were utilized, in publicizing industry. Stealth showcasing was additionally a most well-known system utilized as a part of the Guerilla promoting. There was number of procedures utilized as a part of stealth advertising in which one method, big name promoting was practically speaking generally by the market pioneers. This paper looked into the huge impact of the Guerilla showcasing on the buyer discernment.

Kamau S. M. (2013) studied on the , 'Impacts of Guerilla Marketing in Growth of Beauty Shops: Inspiria Excellence Series Multidisciplinary Conference on Future Paradigms in Industry, Inspiria Knowledge Campus, Case Study of Matuu Town, Machakos County, Kenya' the exploration investigated that there was a connection between buzz showcasing rehearses and the development of the excellence shops. The result of the investigation on the utilization of experiential showcasing demonstrated that experiential promoting systems were utilized with supposition pioneer being for the most part utilized.

Michae 1 CHAMRÁT H(2016) researched on guerrilla marketing: analysis of a practical example. The aim of the theoretical part of the thesis was the evaluation and explanation of the fundamental knowledge on guerilla marketing, related to particular practical problem addressed in the research. The practical problem overlaps the analysis of selected problem

related to guerilla marketing for the particular company, evaluation of the current situation and recommendation for management based on findings. Research process and methods used: 1, Literature overview/research findings related to the topic and problem to be solved; 2. Situational analysis; 3. summarizing the findings and proposed methods for the future. Methods: analysis, synthesis, comparison, marketing research methods, other suitable methods applicable in the process of solving the particular problem. The study is a phenomenon of guerrilla marketing, an innovative and unconventional form of marketing that emerged relatively recently and became a popular tool of marketing. The literature review introduces the terms and describes the differences between traditional and guerrilla marketing. Practical analysis presents several case studies of guerrilla marketing campaigns, including the results and compares them amongst themselves, with proposal for further research.

### **3.0 CONCLUSION AND RECOMMENDATION**

#### **3.1 Conclusion**

Guerilla marketing is an unorthodox, low-budget, inexpensive economic business methodology

that outsources distribution by evoking an odd response. These components, which go by several different names, are essential to defining guerilla marketing. Regarding the remaining six components.

#### **3.2 Recommendation**

It is recommended that they be described as potential add-ons to a guerilla campaign rather than being included in a definition. Only a few of the authors support these points, and it may be argued that they are not unique to guerilla marketing and are either necessary to any marketing effort or inappropriate for particular projects.

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