

# Guerilla Marketing

# Do women have to be naked to get into U.S. museums?



Less than **3%** of the **artists**  
in the Met. Museum are  
women, but **83%** of the  
**nudes** are female.

Statistics from modern and contemporary galleries, Metropolitan Museum of Art, New York, 2004

**GUERRILLA GIRLS** CONSCIENCE OF THE ART WORLD  
[www.guerrillagirls.com](http://www.guerrillagirls.com)

# **What is Guerrilla Marketing?**

*Guerrilla Marketing is an advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results.*

*The name is inspired by “guerrilla warfare”, a form of irregular warfare using small tactic strategies - many of these tactics include ambushes, sabotage, raids and elements of surprise.*

**How can you use guerrilla strategies to market yourself?**

## Core Questions to Consider

- *What is the key message you want to impart?*
- *Who is your audience?*
- *Where can you reach them?*
- *How can you creatively infiltrate their space?*
- *What device or action could you communicate with?*
- *What results do you want?*



## **Key Message**

*(translating your statement into a tangible object or action)*

*Who are you?*

*What do you do?*

*How do you do it?*

*Connect - contact or message info!*

*What action or object could sum this up and/or inspire  
your audience to seek more information?*

# **All About Your Audience**

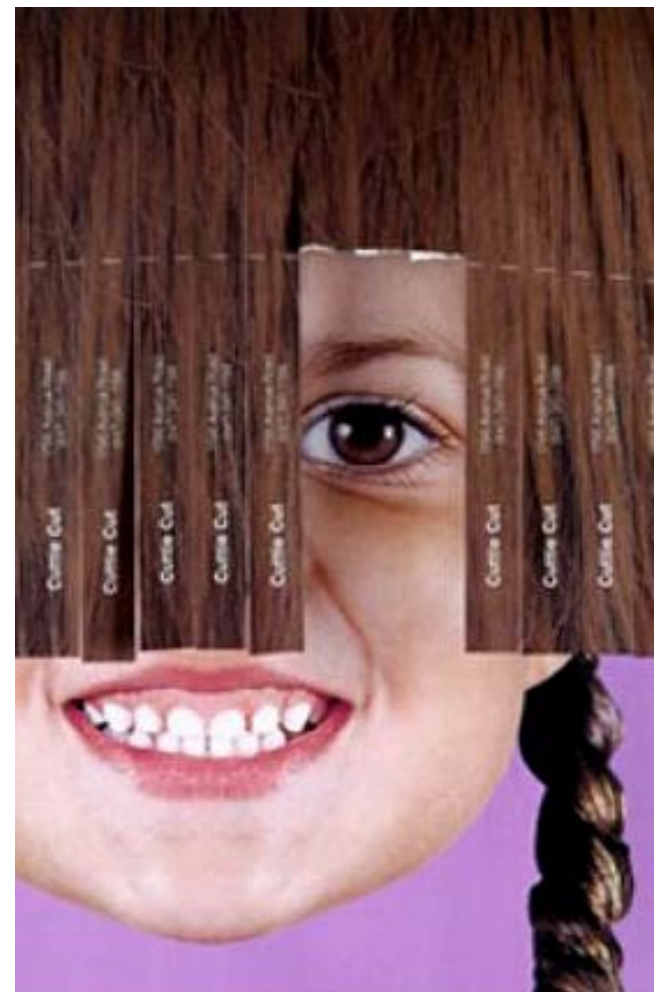
*(meet them where they live)*

- *First and Third Friday - Roosevelt Row, Phx (10/2 and 10/16)*
- *Sports Events*
- *Gallery Openings*
- *Venue events*
  - *Scottsdale Center for the Arts*
  - *Mesa Arts Center*
- *Public Restrooms*
- *Walkways, sidewalks, public right-of-ways*
- *Festivals, Civic Events*
- *On-campus*
- *Club or Professional Organization Events*
- *US Mail? (for this assignment, no online ideas)*

# **Key Characteristics of a Guerrilla Marketing Idea**

*(warfare tactics with a positive outcome)*

- *Resourceful - limited time and money*
- *Think in multiples*
- *Element of Surprise*
- *Humor/fun*
- *Contrasts with Normal Environment or Situation*
- *Visual Impact*
- *Disrupts the norm*



*tear away posters*



*Indianapolis Museum of Art*

*tear away posters*





Wii Campaign



post-it notes



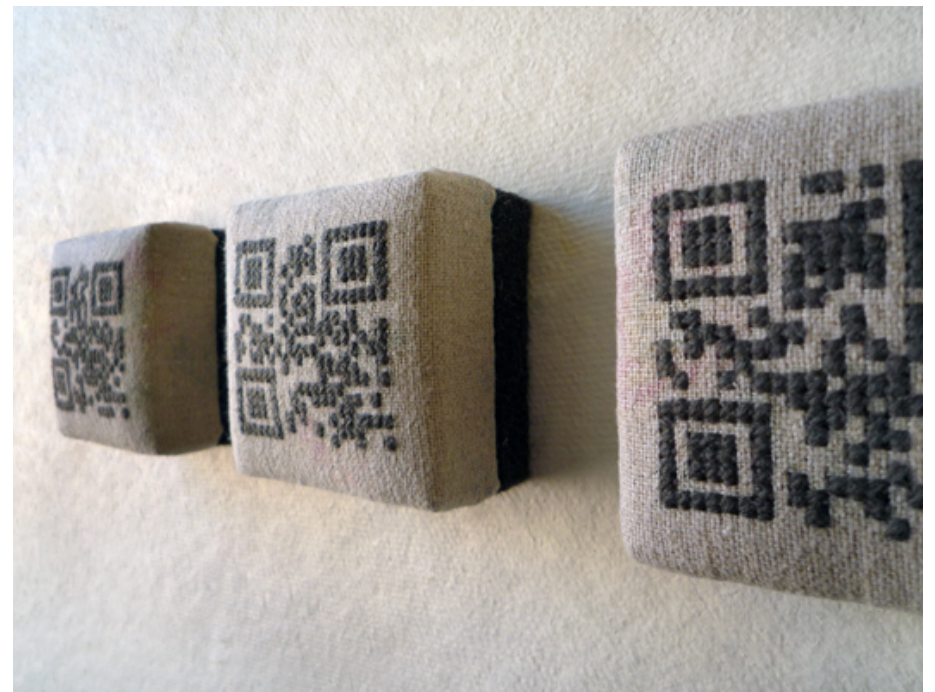
*"Notes for Anyone" - Michael Pecirno*





*"I wish this was" by Candy Chang*





QR codes





*Lego Street Bombs*





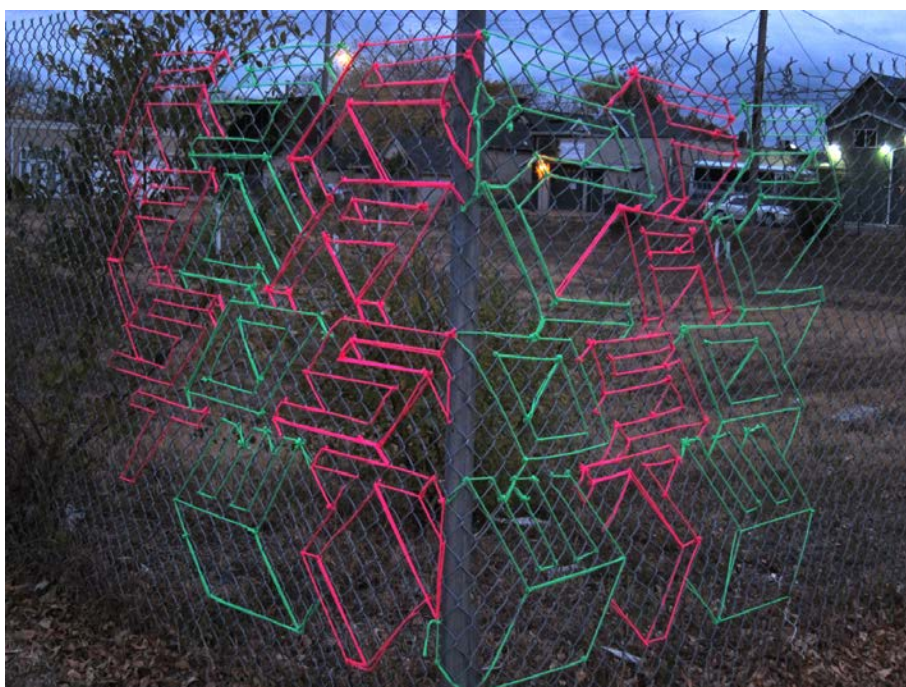
*Yarn Bombing*





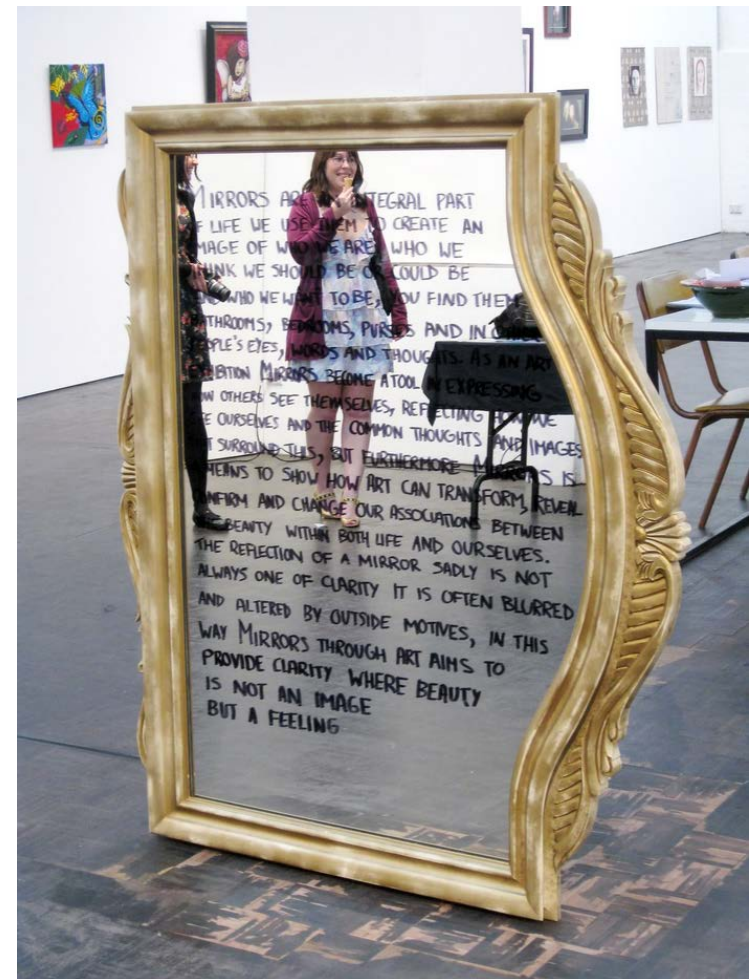
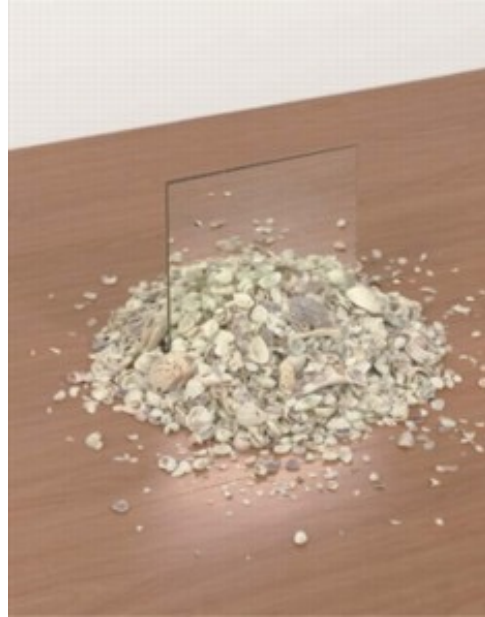
*Chair Bombing*





*Art in Odd Places - String!*





*Art in Odd Places - Mirrors!*



*Performance - "Give and Take" by Erin Sotak*





*Performance*





Chalk





Stairs



*Cal Lane - "Dirt Works"*



*Andy Goldsworthy  
leaves and stones*

*Dirt and Natural Found Objects*





"Love Buttons" by Gregory Sale

## Take Away Objects

# **Student Work**





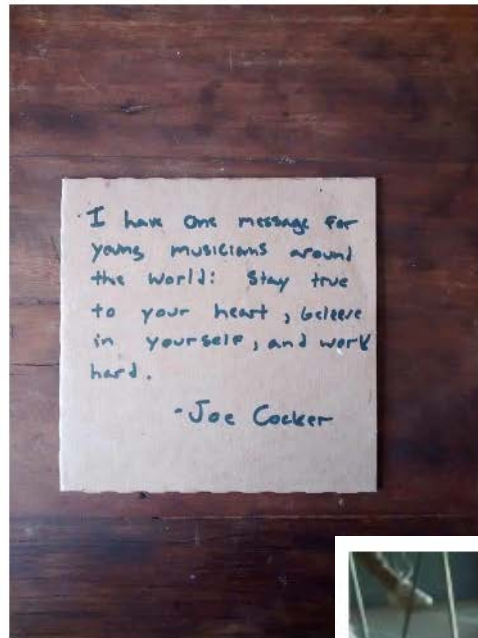
Words of Encouragement  
Allie Konkol





*Fight Hunger*  
*Rachael Sawyer*

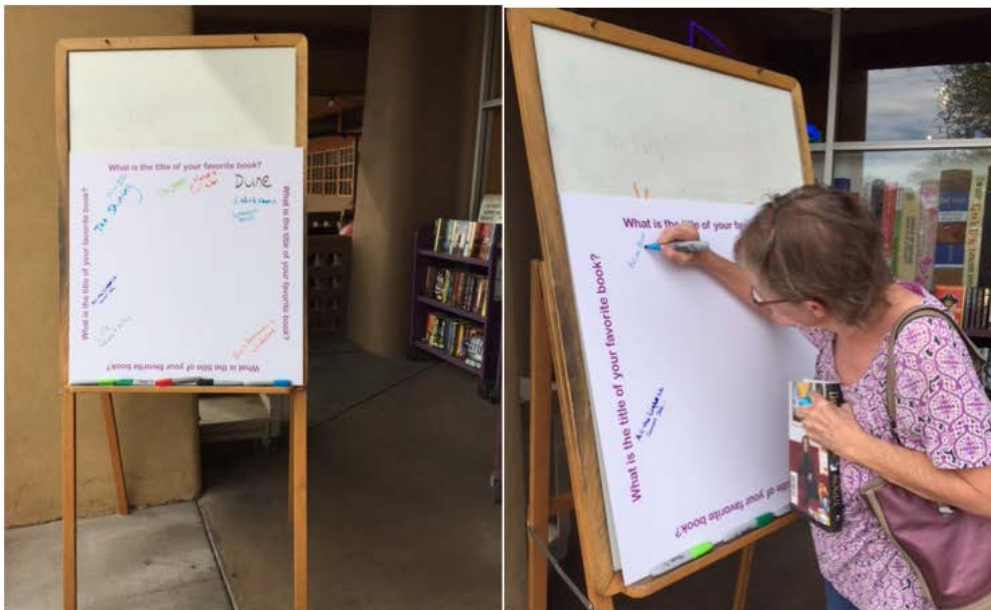




*Limited Edition Music*  
*Cormac Beeler*



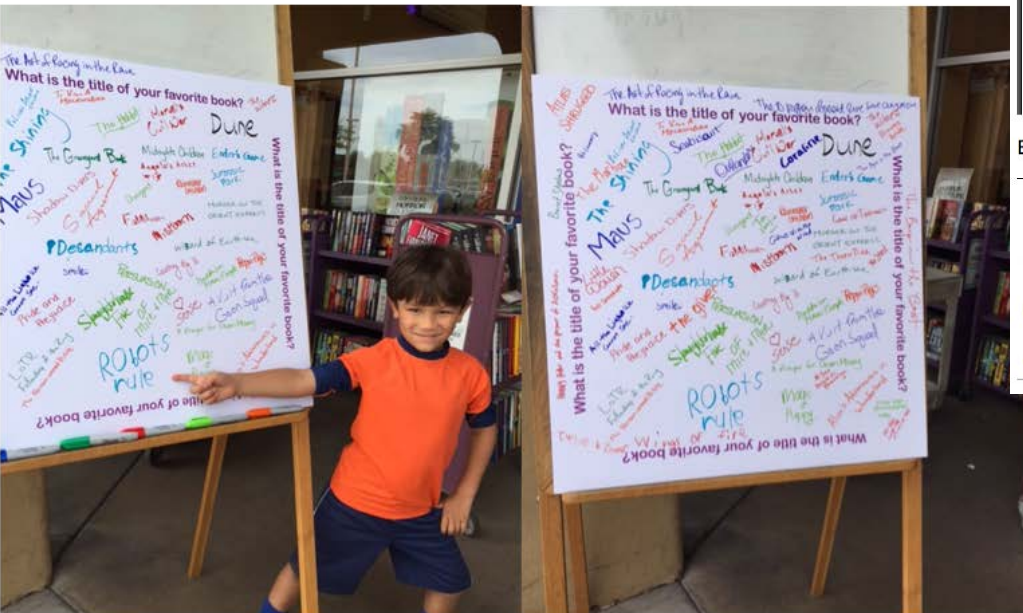




## Bookmarks for your Favorite Book Title

### Shelly Segal

Front



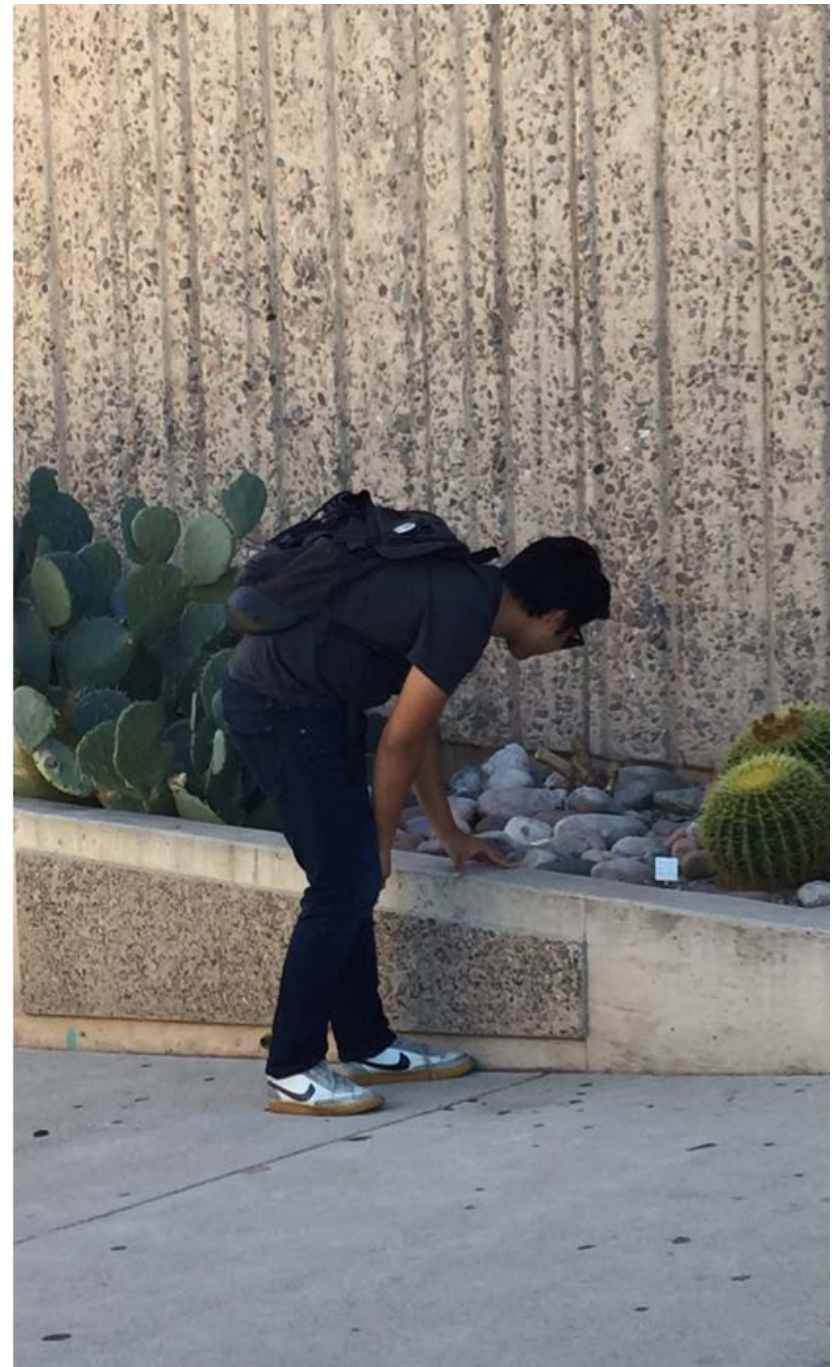
Back

Ivanhoe Alice in Wonderland Mary Poppins Jay Gatsby Sherlock Holmes  
 Inigo Montoya Huckleberry Finn Scarlett O'Hara Jane Eyre Dorian Gray  
**changing hands bookstore**  
 hang out with great characters  
 Milo Minderbender David Copperfield Robinson Crusoe Ichabod Crane  
 Atticus Finch Ebenezer Scrooge Hester Prynne Lady Chatterly Alex Cross

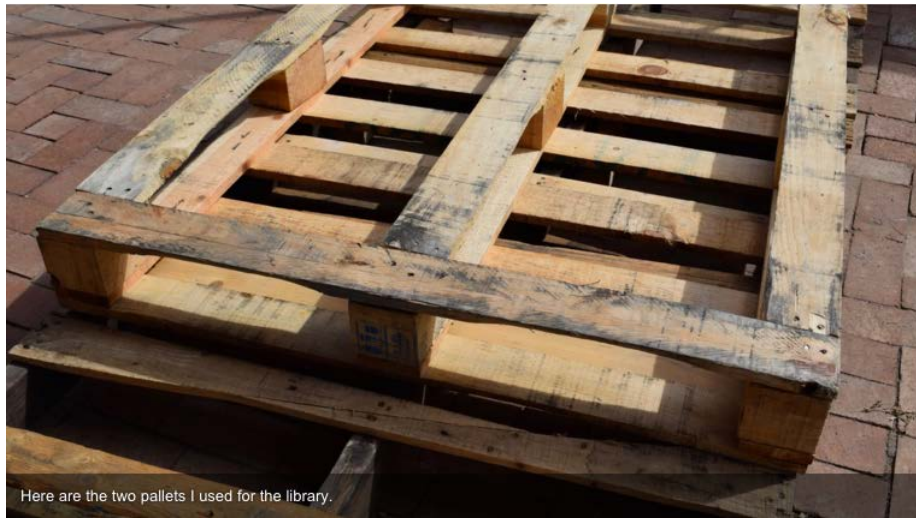
Ivanhoe Alice in Wonderland Mary Poppins Jay Gatsby Sherlock Holmes  
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 Milo Minderbender David Copperfield Robinson Crusoe Ichabod Crane  
 Atticus Finch Ebenezer Scrooge Hester Prynne Lady Chatterly Alex Cross  
 presented by shellysegal.weebly.com



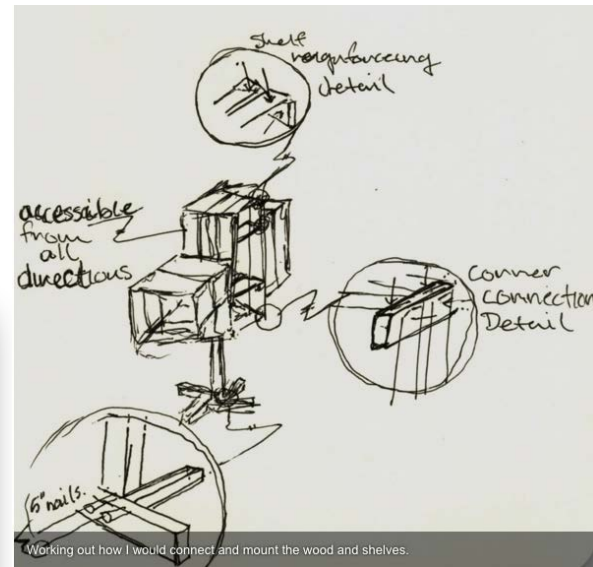
*Plant Marker Art*  
*Erika Sena*







## Free Little Library Amias Gomez







*Life is Beautiful*  
**Lucy Erb**







*NCECA Installation*

***Liz Lohr***



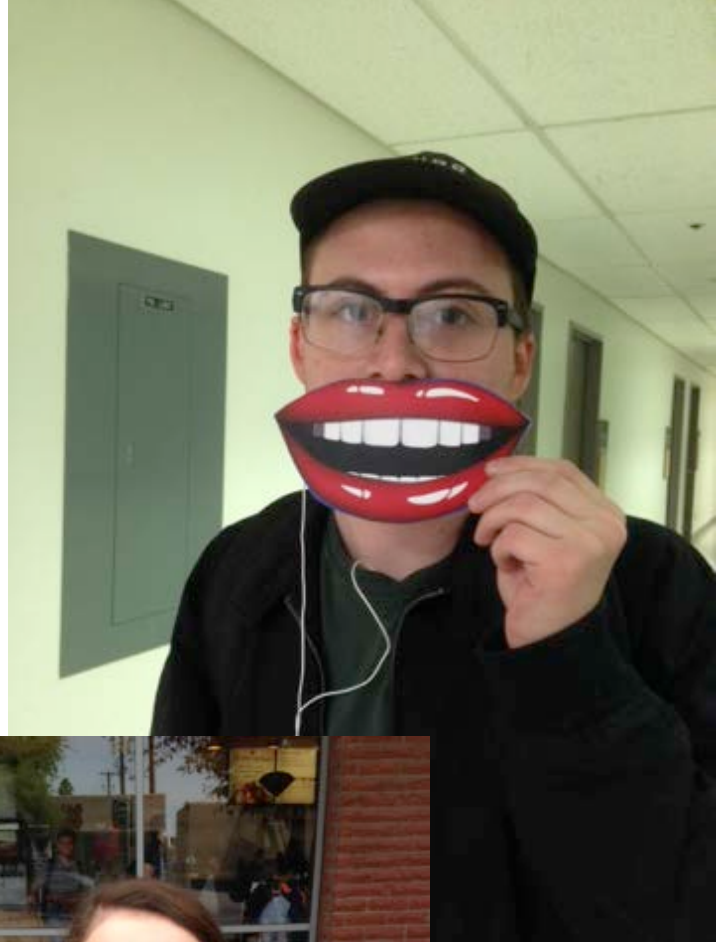


*Seeds*  
**Christine Gin**



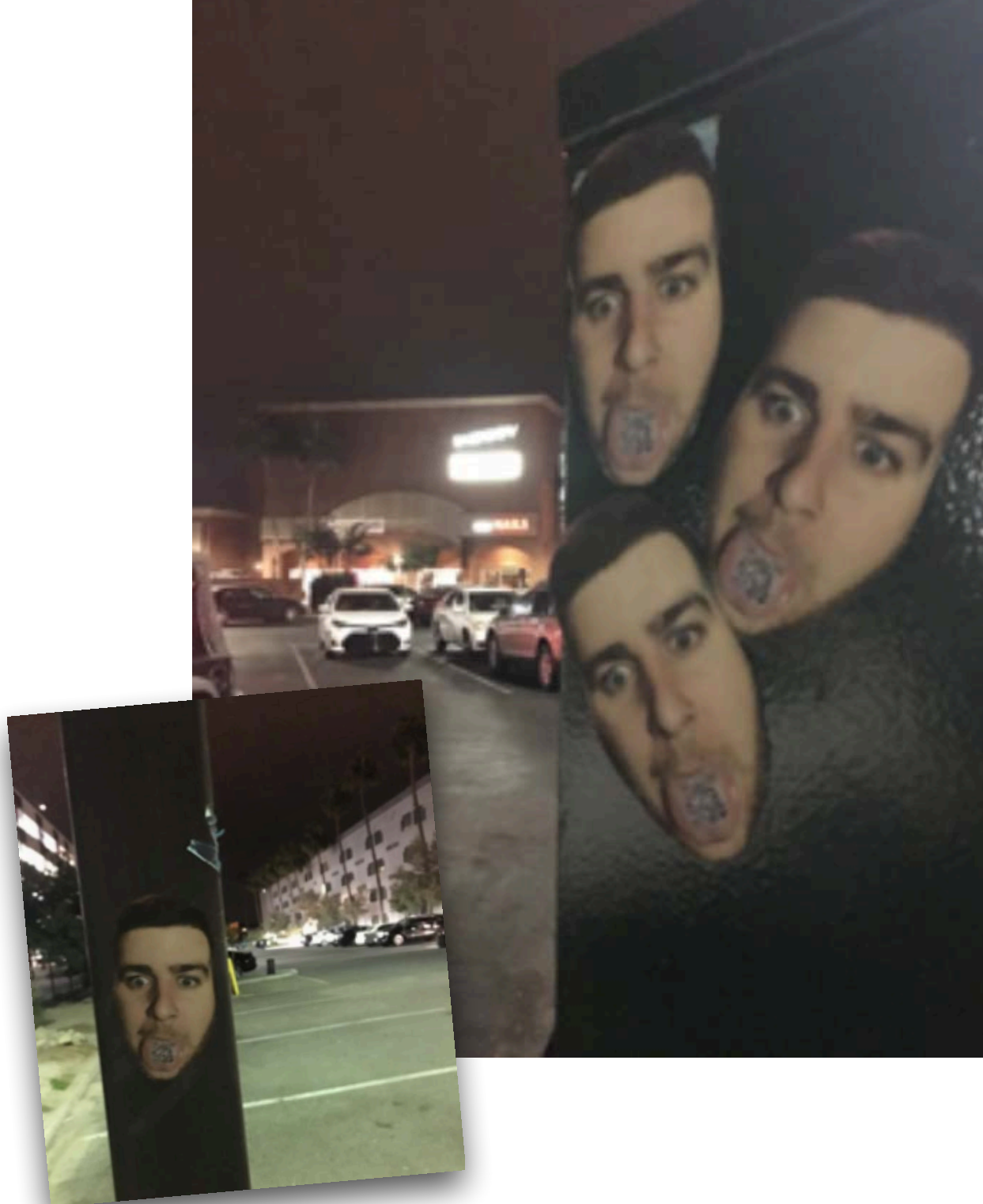


*Voice Your Dance*  
**Danielle Munoz**



*My Face is My Best Asset*

***Austin Kennedy***





*Tree Performance*  
**Jennifer Plamondon**



<http://knottedroot.weebly.com/protect-our-trees.html>



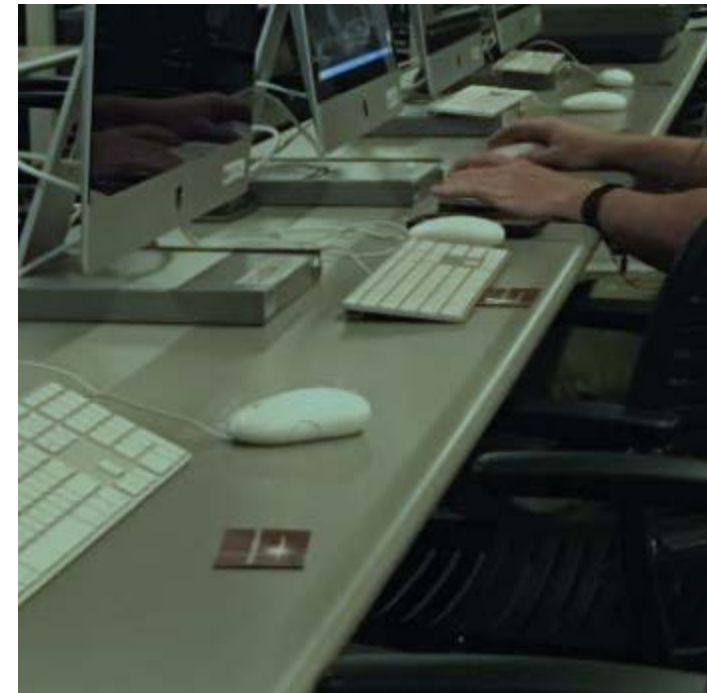


*How Much Do You Know About Coffee?*

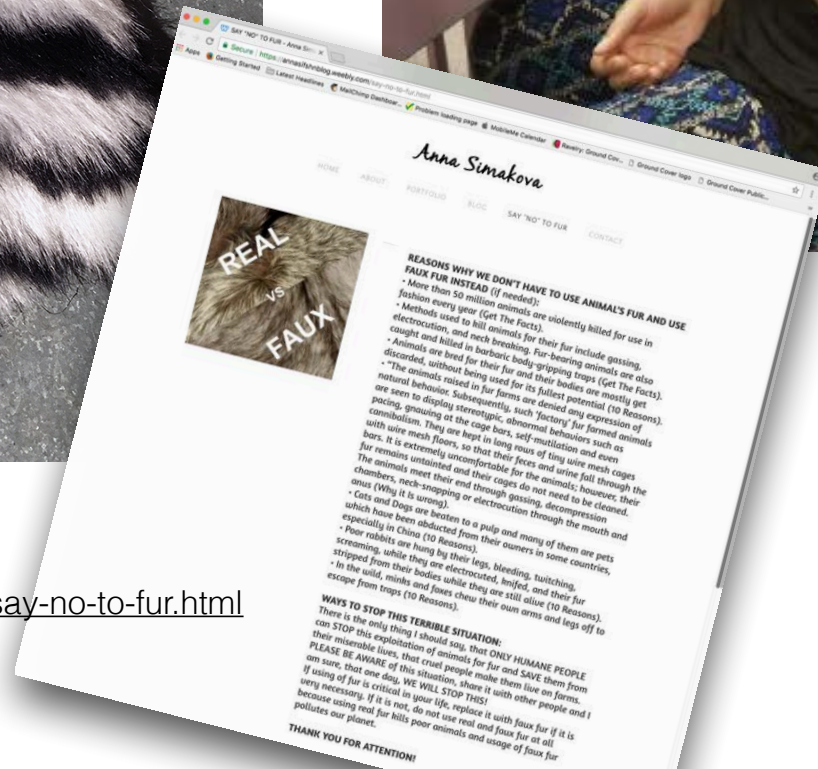
***Seung Keun Kim***



<http://coffeeinus.weebly.com/>



*Faux Fur*  
**Anna Simakova**

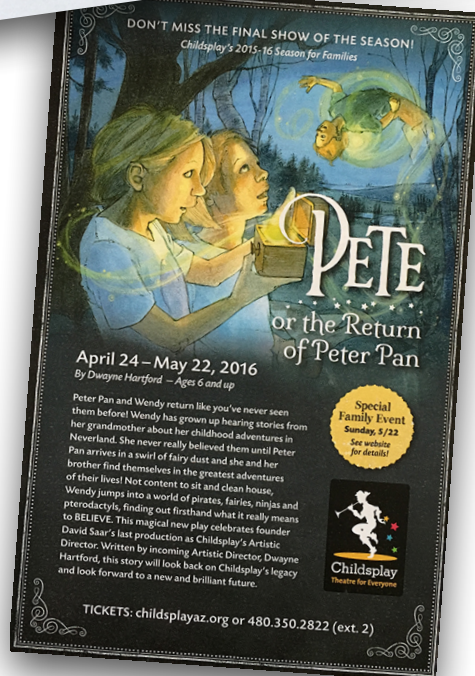


<https://annasifshnblog.weebly.com/say-no-to-fur.html>



What Would You Put in Your Neverland?

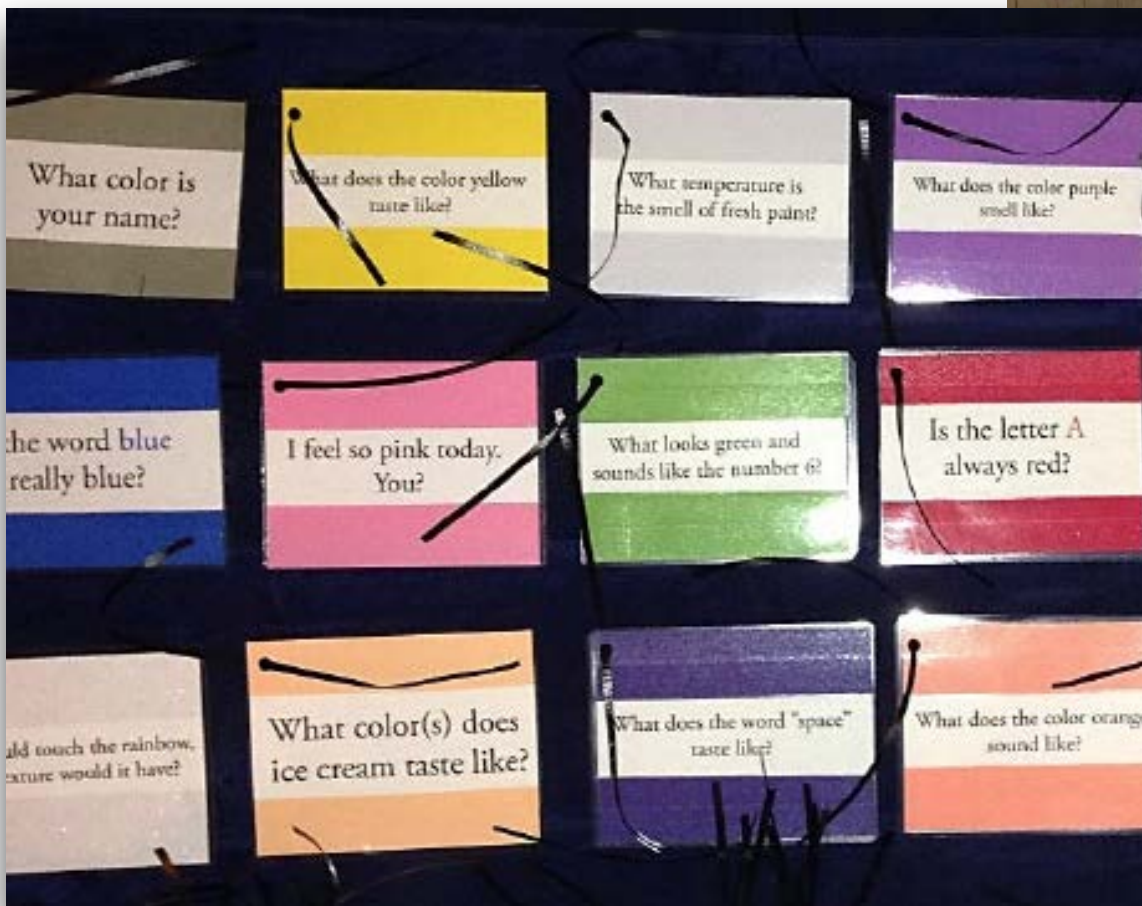
**Tara Mulligan**

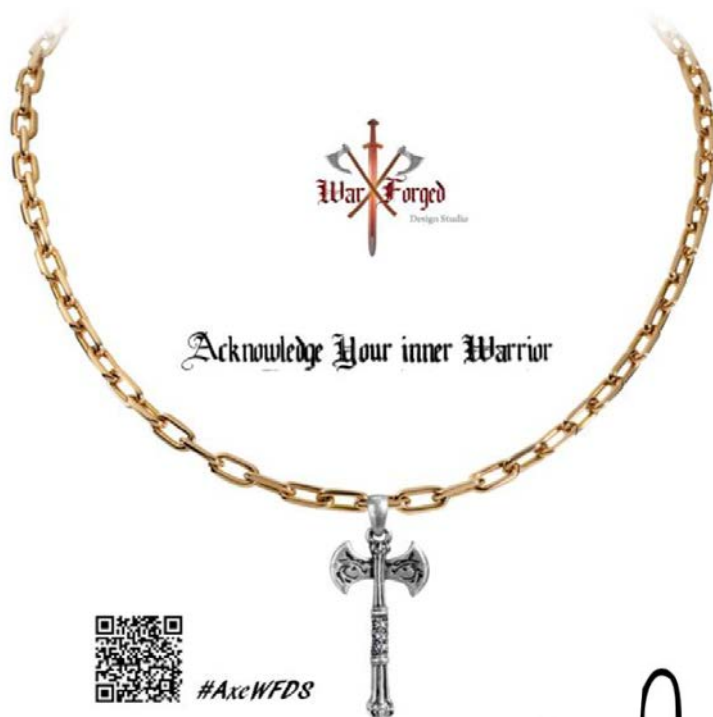




*Synesthesia*

***Malissa Posyananda***

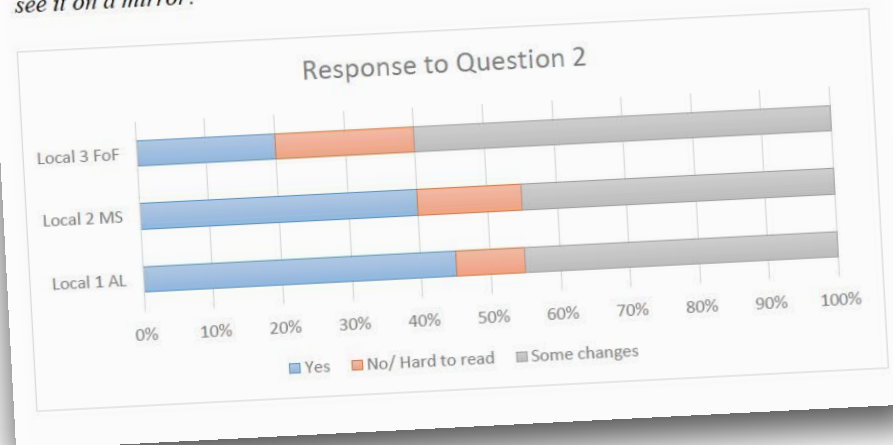




**Question 1-** (After being shown the graphic) "Would you consider visiting the website listed on this graphic?"



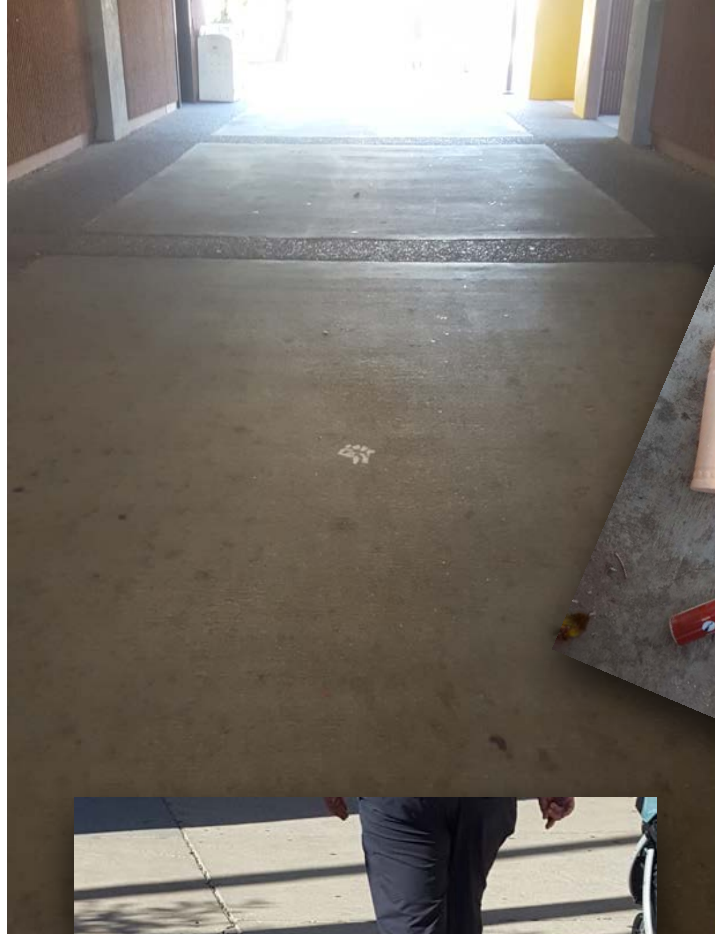
**Question 2-** Do you find this graphic interesting and attention drawing if you were to see it on a mirror?



Try It On in the Mirror

**Jason Smith**





*Subtle Imprint*  
**Brianna Noble-Davis**







3D ID

**Billy Rose**





This is a LITHOGRAPH.

Wanna see how it was  
made?



Instructions:

1. Scan the code (or go to [www.nikcrawford.weebly.com/what-is-litho.html](http://www.nikcrawford.weebly.com/what-is-litho.html))
2. Watch the video
3. Be amazed
4. Share the video
5. Become a Printmaker



*How to Make a Lithograph*

**Nik Crawford**

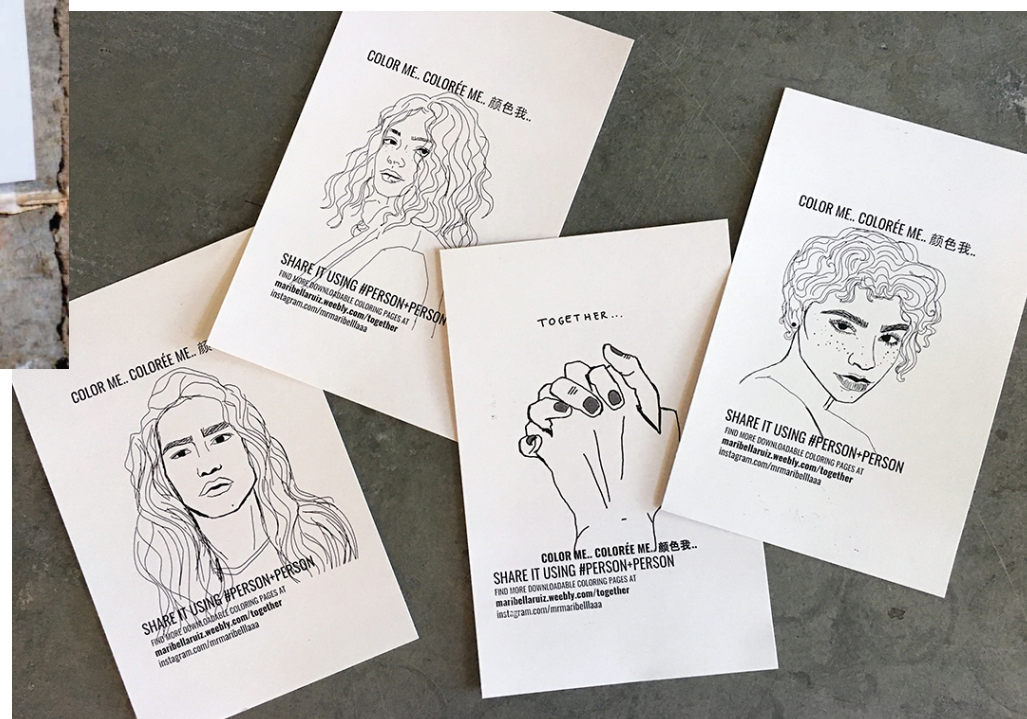


<http://nikcrawford.weebly.com/what-is-litho.html>

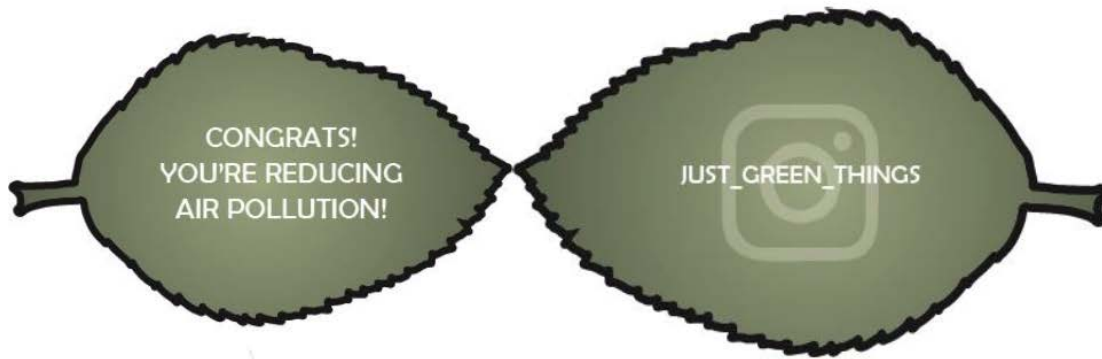




Together  
Maribel Ruiz







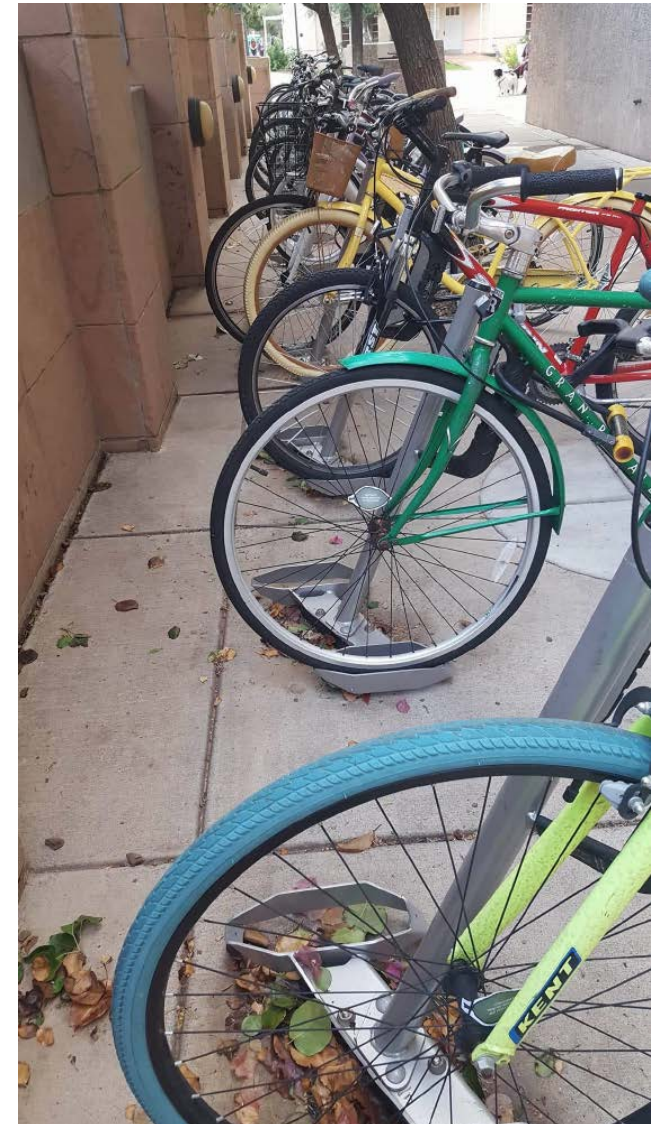
Front side

Reverse side



*Just Green Things*

**Adria Begay**





*Phoenix Skyline*  
**Claire Hinchman**





*Street Painting*  
**Chris Hewlett**







*Eat Your City*  
**Scott Booth**



## EAT YOUR CITY

Community Gardens by Natural Elements Design

- Garden Design
- Organization of Materials and Volunteers
- Organization of Donated Goods
- Community Gardening Events (Planting, Harvesting, etc.)

Would you like to create a community garden, or volunteer?  
We can Help!

Scott Booth  
Natural Elements Design  
1156 S. Sinova  
Mesa, AZ 85206

480-284-9393  
sbooth9@gmail.com



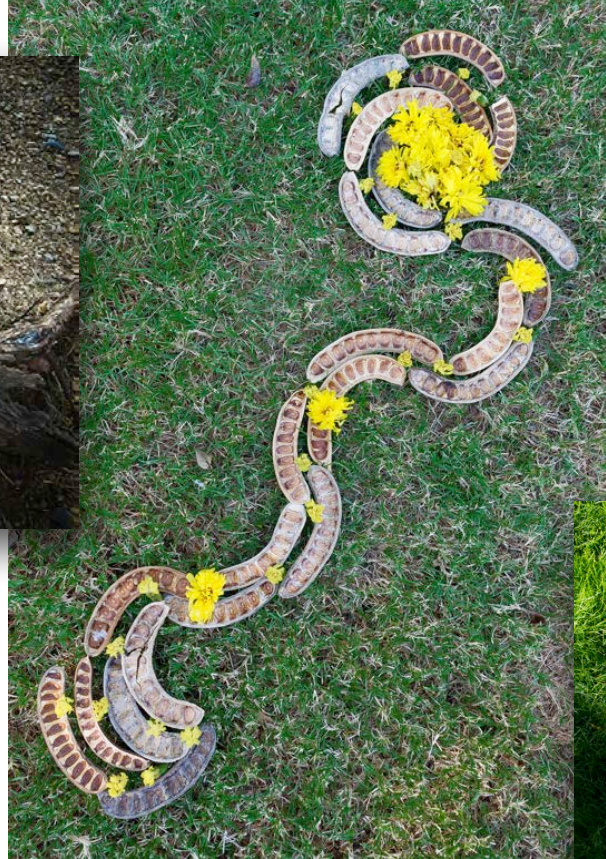




*Little Bridges Artist Marketing*  
**Molly A. Burke**

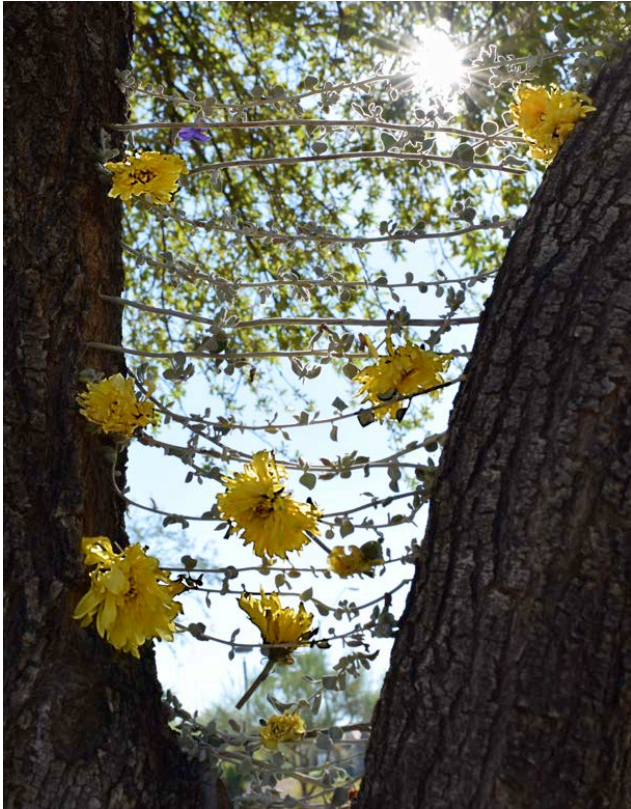






*Natural Objects Invasion*

**Molly L. Burke**



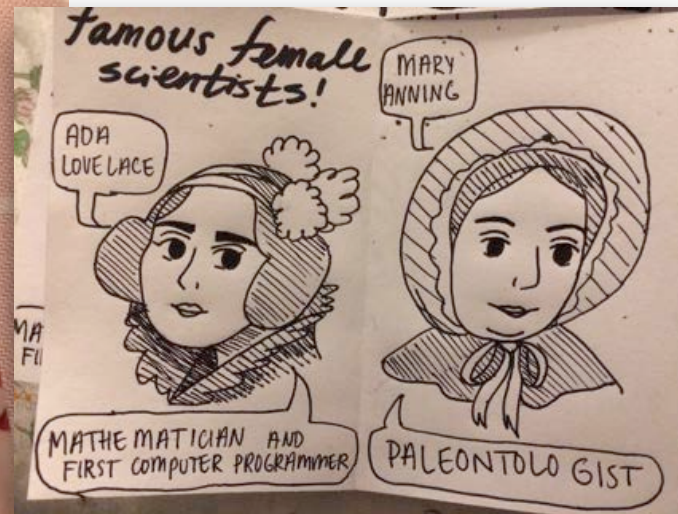




*Adopt, Don't Shop*  
**Anastasia Beam**

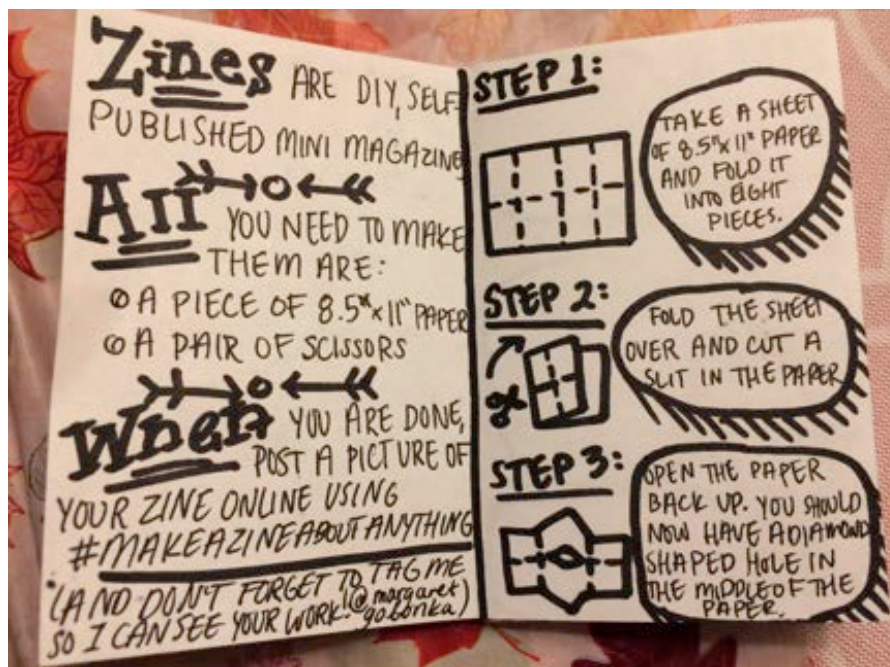






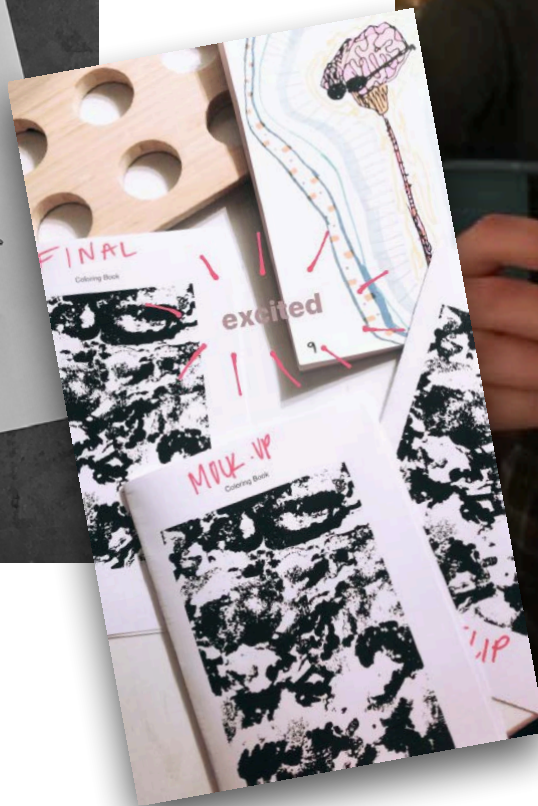
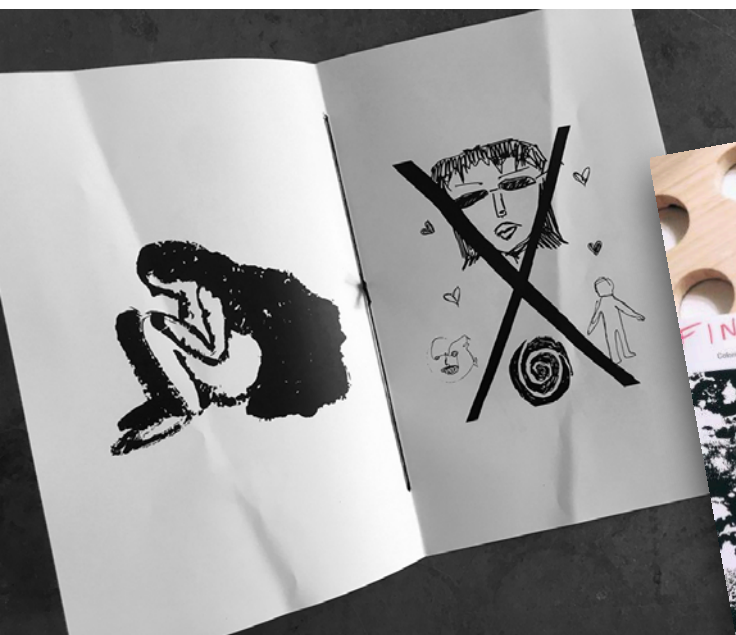
*Make a Zine About Anything*

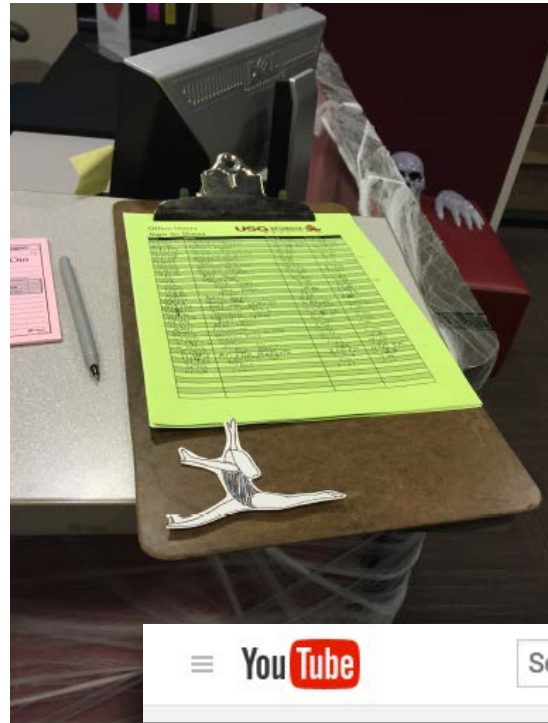
**Margaret Golonka**





*Coloring Zine*  
**Heather Brumfield**

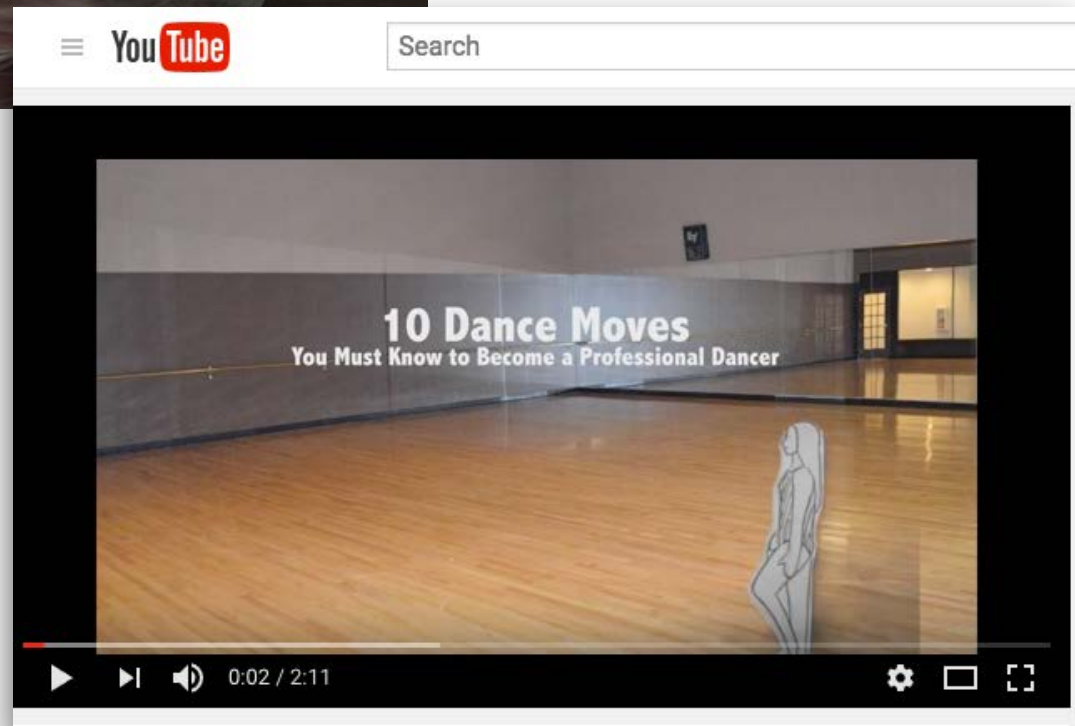




*Stop Motion Animation*

**Christina Hetzel**

<https://www.youtube.com/watch?v=2g5lRD4FgRs>







## All the Old Times Cooper Jones

