**ARA 396: Professional Practices for Artists and Designers – Fall 2018**

**WORKSHEET 9 – Guerilla Marketing**

Objective:

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

The original term was coined by Jay Conrad Levinson in his 1984 book ‘Guerrilla Advertising’. As much resistance as there might be to war analogies, 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 in the marketing industry.

This alternative advertising style relies heavily on unconventional marketing strategy, high energy and imagination. Guerrilla Marketing is about taking the consumer by surprise, make an indelible impression and create favorable social buzz. Guerrilla marketing is said to make a far more valuable impression with consumers in comparison to more traditional forms of advertising and marketing. This is due to the fact that most guerrilla marketing campaigns aim to strike the consumer at a more personal and memorable level.

For this workshop, you will concoct a guerilla marketing strategy to promotes you and the work you do, ideas you care about, and/or services you provide.

Assignment:

Based on the class presentation of related projects and ideas, develop one idea specific to you and how you could poten­tially implement an individual guerilla marketing campaign for your work or services. In developing your ideas remember these key aspects of your campaign:

* *What is the key message you want to impart through your action or object?*
* *Who is your audience?*
* *Where can you reach them?*
* *How can you creatively infiltrate your audience’s space?*
* *What specific action or object could you perpetrate in this space to communicate?*
* *What results do you wish to have?*

**Answer the following:**

Write a 75 word or less description of your intended project.

Since my petite clothing brand targets customers that are between the 20s to 35 years old, I would visit places like cafes, salons, nail polish stores, shoe stores and accessory stores that these customers might go. People who like to go to these places might be more interested in clothing too, and because they are shopping or in a more relaxed mood while visiting these stores, they might be more willing to take more time checking my ads. I would make flyers or cards introducing my brand and include special coupon code to make it more attractive. Also, I would include a QR code so they can browse my website or social account immediately if they are interested. It is hard to predict places that petite people would go, so I choose these places that could be close to my style of brand and close to my ideal customers.

Provide a cost projection with a general budget description.

I would spend a maximum of $50 on printing out the specially designed flyers for this project.

Describe what challenges you might run into and how you might avoid or manage them.

I might be rejected if the stores do not want to let me leave some flyers at their stores, but I will try my best to reach these audiences.

How will this be successful?

People that see my flyers might not be petite but there might be someone they know that are looking for brands like mine. Even though they do not need petite clothes, they might be attracted to my accessories or other products because of the style or designs. This would also be a good way of getting my name out there.