

# Guerilla Marketing

Steven R. Van Hook, PhD

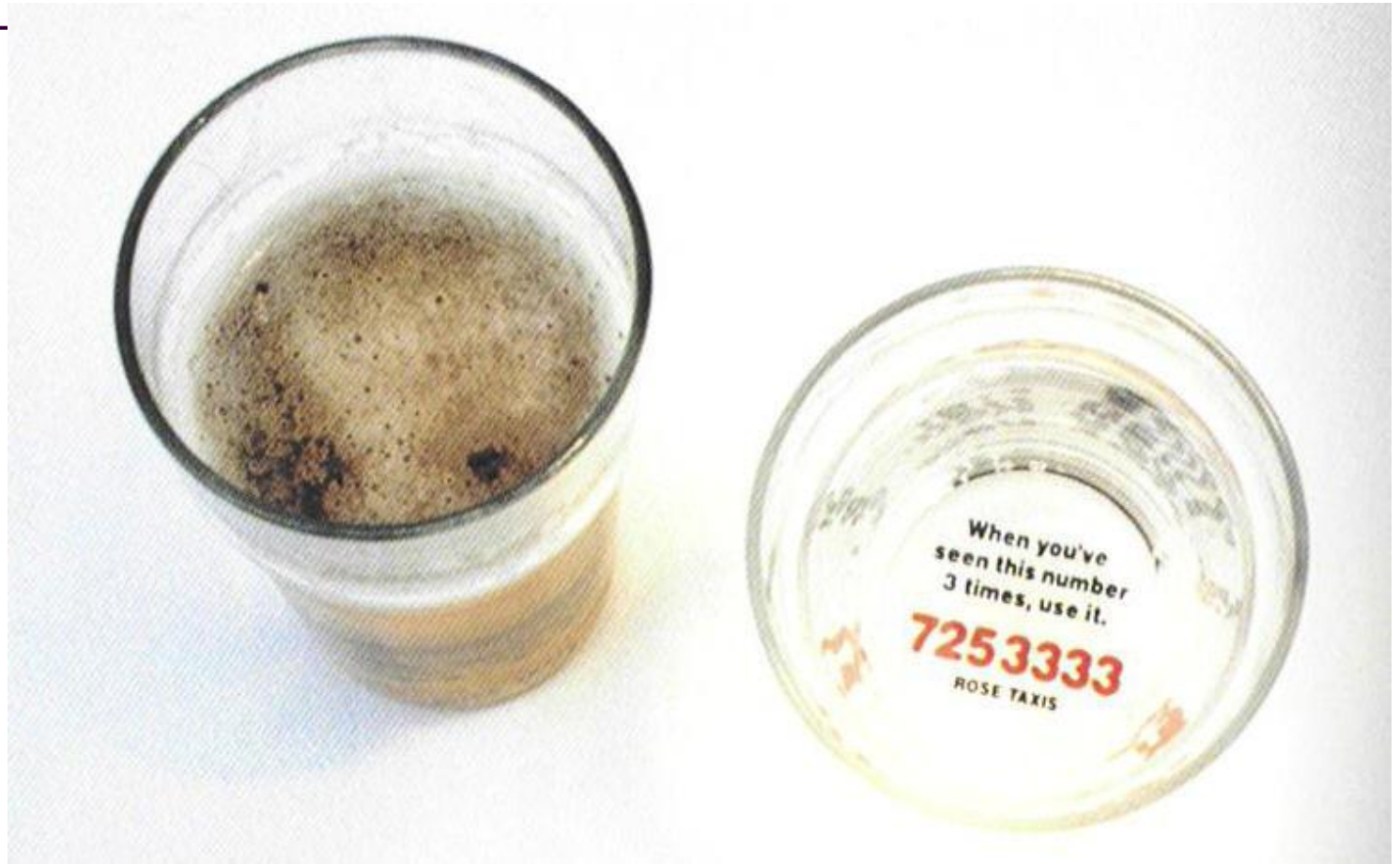
Placing Ads in Strange Places

# Guerrilla Marketing

- Tractor tracks in the sand promoting ABC TV on a New Jersey beach.
- Beware of local regulations and ordinances.



# A Taxi in the Beer



Message in the bottom of a beer glass in a Johannesburg bar.



# Watch Your Step



**You've just had your leg  
blown off!**

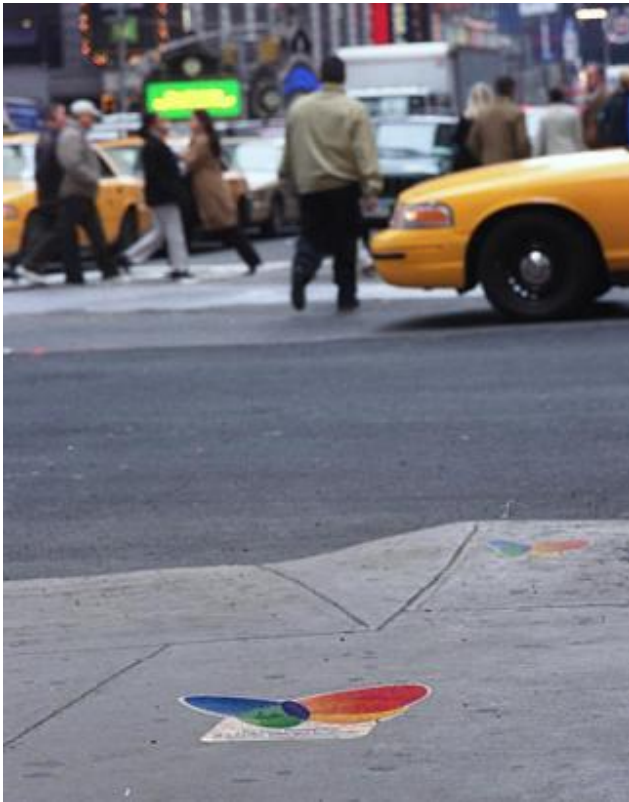
There's a **50%** chance you will die within minutes. Landmines kill or maim someone every **20** seconds. Almost all the victims are civilians, not soldiers. In Cambodia alone **689** in every **236** people is an amputee. Over **110 million** unexploded landmines lie just beneath the surface in **62** countries. Take a stand. Give all you can to fund mine clearance operations and help the victims. Support a total worldwide ban. Call **1300 303 440**, or write to GPO Box **9944**, Melbourne, **3001**.

International **TO BAN**  
**CAMPAIGN**  
**LANDMINES**

INTERNATIONAL CAMPAIGN TO BAN LANDMINES. PHOTOGRAPH BY J. TAYLOR. PRINTING AND SPECIAL KINGS. SILVER STAMPS BY LINDSAY/STEELE

Anti-landmine campaign in Australia.

# Microsoft Raids New York



[Article](#)

# GoldenPalace.com Guerrillas



A man skates on the ice delaying the performance of Michelle Kwan in the ladies competition at the World Figure Skating Championships in Dortmund, Germany, Saturday, March 27, 2004.



HOUSTON (AFP) - A stalker delayed the start of the second half of the Super Bowl, with New England Patriots linebacker Matt Chatham giving police an assist in apprehending the naked male interloper. 2/1/04



# GoldenPalace.com Guerrillas

A man wearing a ballet suit stands on the three-meter springboard before diving in. Olympics Games organizers ordered beefed-up security at all venues after an embarrassing breach involving a Canadian man who leapt into the pool during a synchronized diving event.  
(AFP – 8/17/04)



# Guerilla 'Spiderman' in Hong Kong For GoldenPalace.com

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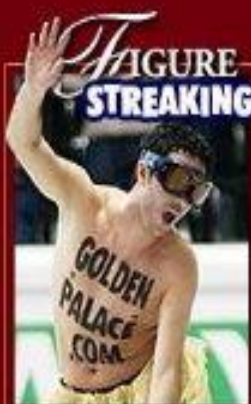
CNN Prime News / June 13, 2005

:30





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# Hasbro & Alpha Pups

Hasbro - Microsoft Internet Explorer

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**In the Spotlight**

**September 11th Children's Fund**

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**What's New**

- Hasbro Children's Foundation Establishes September 11th Children's Fund With Pledge of \$250,000
- Hasbro Wins Four "Toy of the Year" Awards
- TONKA inducted into National Toy Hall of Fame

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Product Information

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# Ads in Unusual Places

## Phone Lines

Tangled phone lines are common on the streets of Bangkok, so Procter & Gamble decided to take advantage of how they resembled long strands of tangled hair. A large green comb was placed on the telephone lines, reading: “Tangles? Switch to Rejoice Conditioners.”





# Ads in Unusual Places

## Manholes

Covering manholes in New York City are ads that look like a steaming cup of coffee. (No doubt they don't smell as good.) The coffee ad was fitted with tiny holes to allow the steam to seep through and impart that hot-coffee look.



# KFC from Space *via* Satellite

- KFC became the world's first brand visible from space.
- The company created a 87,500 square foot version of its founder, Colonel Sanders. The giant logo is in Nevada, near the secretive Area 51.
- It was made by a team of 50 designers, engineers, scientists, architects using one-foot square painted tiles.

11/06



# Ads in Unusual Places

## Straws

If you're the Y-Plus Yoga Center in Shanghai, what better way to communicate how flexible yoga practitioners are than putting your ads on a bendable straw? The inventive straws were distributed in a Shanghai juice bar near the yoga center.







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# German Job Website Ad



Life's too short for the wrong job.

[jobsintown.de](http://jobsintown.de)







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# German Job Website Ad



# Fitness Marketing Bus Bench



- As part of an ad campaign, the health club chain Fitness First has turned a bus stop bench in the Netherlands into a scale that displays people's weights on a large LCD screen.

# Ads in Unusual Places

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## Cocktail Umbrellas

In an attempt to show just how vulnerable everyone is to date-rape drugs, cocktail umbrellas bearing a message were plopped in the drinks of UK bar customers who left their beverages unattended.



Andrew Luster arrest photo

Max Factor cosmetics heir Andrew Luster was found guilty of raping and taping three Santa Barbara area women (including a UCSB student) after inviting them to his Mussel Shoals seaside home and knocking them out with a potent anesthetic he slipped into their cocktails.

**(LA Times, 2003)**

# Ads in Unusual Places

## Streets

In an ad campaign for FedEx Kinko's, the innovative minds at advertising agency BBDO were inspired by the streets of New York. The agency installed oversized bottles of correction fluid, highlighters, and an office lamp, on the city's busy thoroughfares.

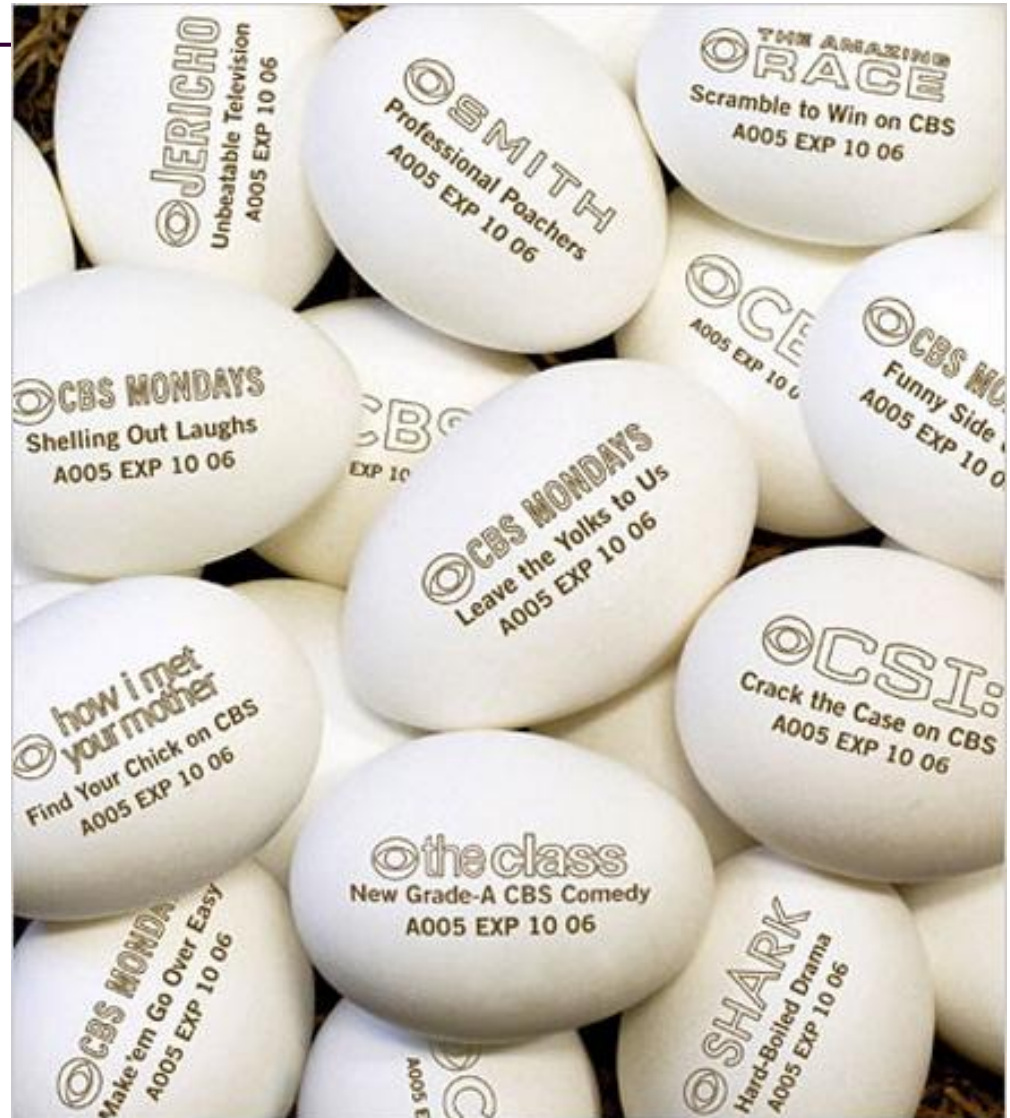




# Ads in Unusual Places

## Eggs

How do you like your ads—scrambled or fried? CBS Television announced that it will start etching ads for its new fall programming on about 35 million eggs. The campaign is set to roll out in September and October.



# Ads in Unusual Places

## Tray Tables

Free in-flight meals might be a thing of the past, but US Airways has found another use for tray tables—advertisements. Among the companies plastering their ads on US Airways tray tables are Verizon Wireless and GM Saab.



# Ads in Unusual Places

## Barf Bag Ads

US Airways will begin selling advertising space on air sick bags. “Barf bags have a lot of shelf life – people aren't barfing as much in planes as they used to,” says a spokesperson.

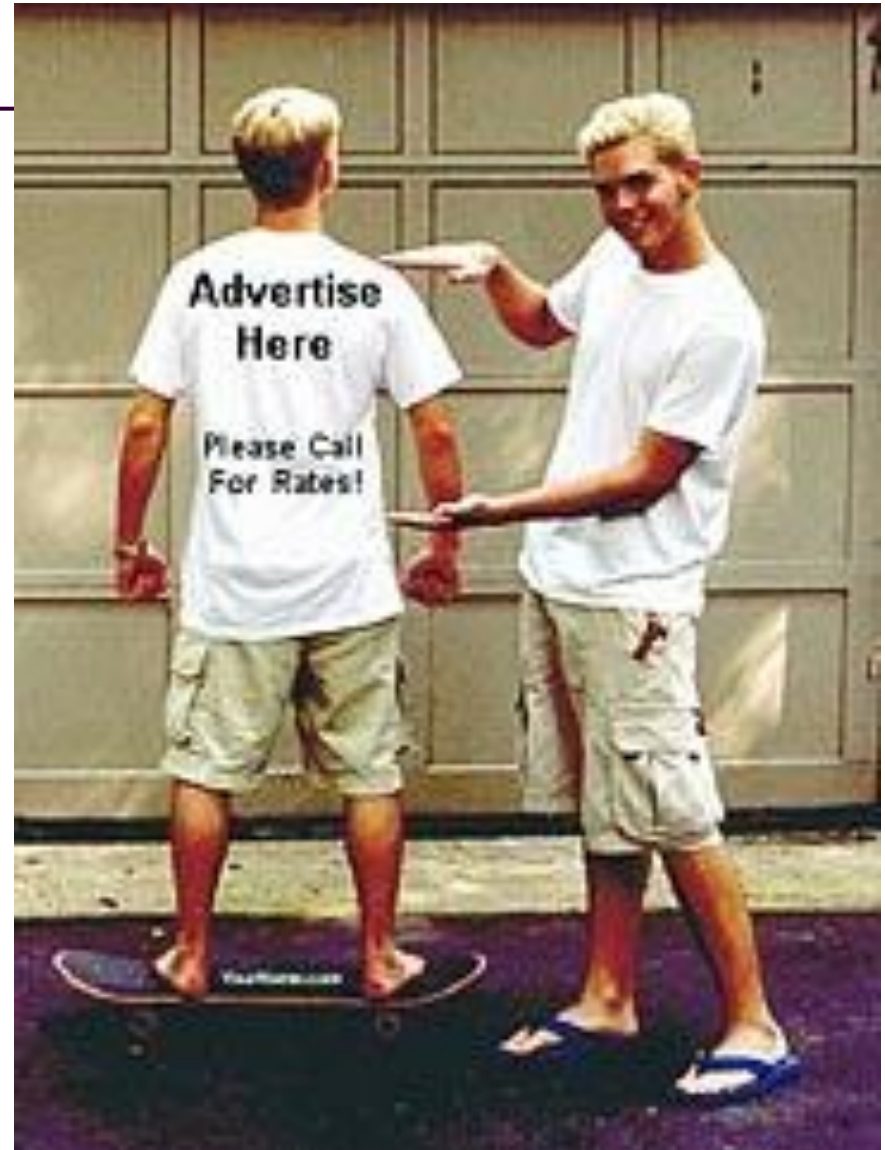
They're still wondering what ads will work. “McDonald's would be a bad idea – funny, but bad.”





# Rent This Space

College students in New Jersey help finance their education by selling the ads on their backs, skateboards and surfboards.



# Free Tacos!



**Taco Bell® offers a free taco to everyone in the U.S. if Mir's core hits the 40 by 40 foot floating target in the South Pacific upon re-entry this week.**

The Russian Mir space station crashed on March 23, 2001 – well clear of the Taco Bell target.



Advertisement for  
*The Economist*

