Guerilla marketing action

The guerrilla marketing action is a creative and unconventional marketing strategy that aims to attract attention and generate a strong response in a short period of time. It is often carried out with surprising, original and unexpected actions to appeal to the target group emotionally and awaken their curiosity.

Guerrilla marketing can take various forms, such as street art, flash mobs, viral marketing, product placement in films, social media campaigns and much more.

A well-known example of a guerrilla marketing action was the campaign by energy drink manufacturer Red Bull, in which an extreme athlete performed a stratospheric jump from a height of 39 kilometres. This impressive campaign attracted worldwide attention and generated enormous media coverage, which led to an increase in brand awareness and sales.

Booking options

✗ Demo booking tool*
✓ Service provider

✗ Programmatic advertising
✗ Self service tool, media buying platform

✗ Marketingportals, Marketing automation platforms

Media segment

✓ Internet
✓ E-commerce
✓ Social media
✓ Mobile

✓ Out of home, digital out of home
✓ TV, cinema, moving image
✓ Radio, audio
✓ One-to-One

✓ Household, office
✗ Internet of Things

Media type

✓ Digital

✓ Print

✓ Analogue

Target group

✓ Business-to-Business

✓ Business-to-Consumer

✓ Business-to-Employee

Marketing objective

✓ Brand awareness, increased audience reach
✓ Lead generation, new customer acquisition

✓ Customer care
✓ Sales increase

✓ Employee recruitment

Customer Journey

✓ Awareness
✗ Purchase
✓ Advocacy
✓ Consideration
✓ Retention

Ad media

✓ Advertisement, Banner
✗ Advertorial
✗ Annual report
✗ Appointment calender
✓ Audio, radio spot, audio file
✓ Augmented Reality
✓ Beach flag, flag, roll-up
✓ Book, E-book
✓ Brochure, flyer, inserts
✗ Catalogues, price lists
✓ Chat, chatbot
✗ Company entries
✗ Configurator
✓ Contact form
✗ Content SEO-optimised
✗ Credit card
✓ Customer card
✓ Display, monitor, citylight, megalight
✓ Display stand, light box
✓ E-mail, signature banner
✗ E-paper
✓ Event
✓ Exhibition stand, event modules
✗ FAQ
✓ Games, competitions

✗ Google Business Profile
✓ Influencer
✓ Landing-page, microsite
✓ Location Based Service
✓ Mobile payment systems
✓ Newsletter
✗ Newspaper, magazine, periodical
✓ NFC
✗ Offer, quotation
✗ Office equipment
✗ Office files
✗ Operating instruction, user manual
✓ Passers-by addressing
✗ Petrol pump nozzle
✓ Postcard
✓ Poster, billboard, pillar
✓ Product live demo
✓ Product packaging, product labeling
✓ Product sample
✓ Programmatic print
✓ Promotional items
✓ Push, text messages
✗ Quality seal
✓ QR code, link
✓ Rental addresses, target group areas

✗ Roof objekt
✓ Sales talks
✗ Self service terminal
✗ Shopping cart
✓ Sign, labelling
✓ Social media advert
✓ Social media company page
✓ Social media posting
✓ Social media profile page
✓ Sponsoring
✓ Spontaneous event
✗ Structured company data records
✓ Survey
✓ Telephone and video call service
✗ Unboxing
✗ V-card
✓ Video spot, moving image
✓ Virtual Reality
✓ Virtual, voice assistent
✓ Vouchers, coupons, discount cards
✓ Web layer
✗ White paper
✗ WLAN for visitors

Connected media channels

App (Brand, topic)
Community
Digital signage, POS TV
Email, email newsletter
Event
Gaming platform
Influencer marketing
Location-based service
Messenger
Metaverse
Online shop (Brand)
Out of Home (OOH)

Point of sale (POS), Showroom
Print mailing
Product, service (Advertising medium)
Product, service experience
Radio
Shop windows, display areas
SMS
Social media platforms
TV streaming platform, Connected-TV
Video streaming platform
Wearable Device
Website (Brand, topic)