

# Alternative forms of marketing communication (new trends)



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**1 Alternative forms of marketing communication.**

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**3 Viral marketing.**

**4 Product placement.**

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# 1 Alternative forms of marketing communication



- Also called as „new trends“.
- Creative, shocking, or surprising advertising that appears on unconventional surfaces.
- [Examples.](#)



# Alternative forms of marketing communication



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- Refers to the fact that creative teams are no longer tied to a limited palette of surfaces.
- ATM machines, street graphics and stickers, exercise equipment, coffee cups, ...

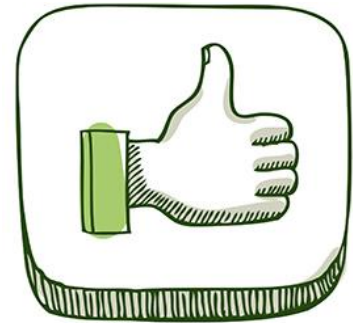


# Ambient media benefit

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- **Exposure.**
- **Engaging.**
- **Interactive.**
- **Nonintrusive.**
- **Distinctive.**
- **Creative.**
- **Niche markets.**



# Ambient media negatives

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- **Clutter.**
- **Ethics.**
- **Value.**
- **Duration.**
- **Mass reach.**
- **ROI.**



## 2 Guerilla marketing

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- An unconventional marketing campaign designed to achieve maximum effect with minimum resources.
- GM is not about money, but about the idea.
- [GM during coronavirus outbreak.](#)

# The tactics of guerrilla marketing include

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- Strike at unexpected place.
- Focus on exactly-selected targets.
- Immediately pull back.



# The message of the GM campaign by Patalas should:

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- Clearly indicate who is the broadcaster.
- Include a statement, i.e. inform about the specific benefits.
- Be understandable.
- Entertain.
- Have a direct connection with the offer of products or services.
- Respect the ethical, cultural and religious values and match the performance capabilities of the company.
- Correspond to the target audience.
- Be credible.



- Ambient marketing
- Ambush marketing
- Buzzmarketing
- Mosquito marketing
- Sensation marketing

# Ambient marketing

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- Ambient media = everyday objects.
- Unconventional way.
- The younger age groups.
- Bars, toilets, universities, theatres, etc.
- Humour and fun.



# Ambush marketing

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- Form of communication utilizing mass social events to parasite on competition.
- One firm is the main sponsor of the event, the competitive company is trying to promote its name for the same event without paying any sponsorship fees.



# Astroturfing

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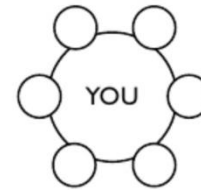
- PR activity, which aims to persuade opinion leaders about public attitudes to a particular topic.
- The guerrilla PR, originated from the name of artificial turf.
- Using means of commercial communication, posing as a natural response of customers.



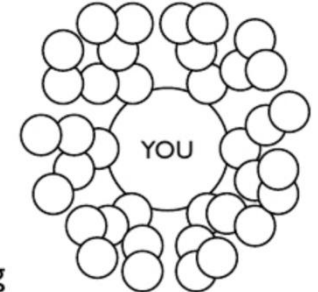
# Buzzmarketing



- Buzzmarketing attracts the attention of consumers and the media.
- To cause a stir among the people and the discussion about the product.
- This form of marketing by word of mouth.
- [Coca-cola](#), [Tinder](#)



Traditional Marketing



**Buzz** Marketing

*The consumer tells 2 friends. those 2 tell 2 more.*

# Mosquito marketing

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- Trying with all the marketing tools to be annoying for large firms.
- Mainly for small and medium-sized enterprises.
- The search for competition mistakes and the subsequent profit from them.



# Sensation marketing



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- It tries to use crazy resources to produce a large media response.





# Undercover (influencer) marketing



- The information recipient may not recognize that this is a promotion.
- Mostly celebrities paid to use the product in public.
- This form is natural for consumers.
- This marketing action remains undetected.
- Discount codes and affiliate marketing & Competitions and giveaways

The screenshot shows the Audible website interface. At the top left is the Audible logo with the tagline 'an amazon company'. To its right are navigation links: 'How it Works', 'Why Audiobooks?', and 'Browse' with a dropdown arrow. A search bar on the right contains the text 'Search for a great book' and a magnifying glass icon. Below the navigation is a dark banner featuring a portrait of Tim Ferriss on the left. To the right of the portrait, the text reads 'GUEST CURATOR' in all caps, followed by 'Tim Ferriss' in a larger font. Below his name is a short bio: 'Tim Ferriss is an entrepreneur, podcaster, public speaker and author of #1 best sellers including the innovative, *The 4-Hour Workweek*.' At the bottom right of the banner is an orange button with the text 'Click to Try Audible Free'.

# Task 1



- Which celebrity to use?

Companies/Brands		„Available“ Celebrities	
1.	Kit Kat (chocolate bar)	A	Tom Cruise (actor)
2.	Virgin (airline)	B	David Beckham (football(soccer player))
3.	Reebok	C	Tiger Woods (golfer)
4.	Toyota	D	Michael Phelps (Olympic swimmer)
5.	Madrid (as a holiday destination)	E	Michael Jordan (basketball player)
6.	Revlon cosmetics	F	Lady Gaga (singer)
7.	AT&T (for mobile phones)	G	Bill Clinton (former American president)
8.	KFC (fast food)	H	Elle McPherson (model)

# TASK.

# Task 2

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- Find examples of **2 influencers** – one with **good** and one with **bad** match to promoted product/s (for example on social media):
  - Who is the influencer?
  - What type of product does he/she promote?
  - Why is it a good/bad match?

**TASK.**

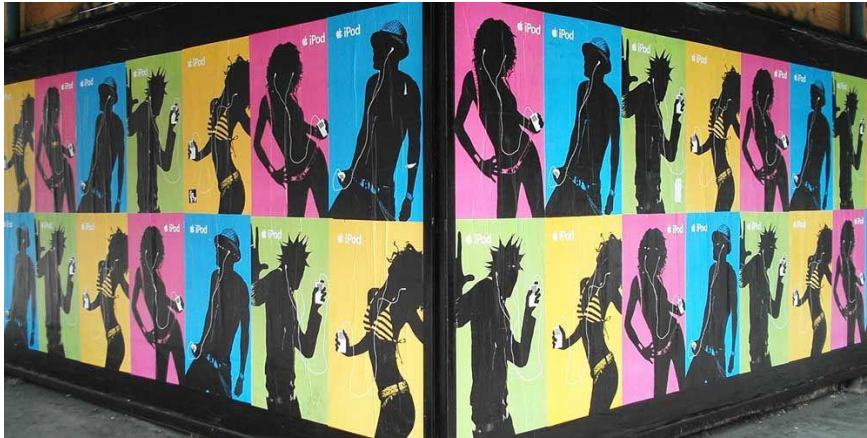
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# Wild posting



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- The placement of a large number of posters at a single concreting place.
- Relatively inexpensive form of GM.



# 3 Viral marketing

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- Viral marketing refer to marketing techniques that use pre-existing social networks to produce increases in brand awareness, through self-replicating viral processes.
  - Jägermeister Ice Ball Case Study.
  - **Advantages:** low costs, quick spread of information, high effectivity of targeting.
  - **Disadvantages:** loss of the information control.
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# Successful viral campaign

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- Based on the novel idea with great creative potential.
- Vaccination: the choice of media, but also target people who are susceptible to the viral behaviour.
- Monitoring: the evaluation of the effectiveness of the action.
- [Viral campaigns](#). And another [examples](#).
- [WestJet](#).

# Viral marketing techniques include

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- **Forwarding:** to spread the message we use e-mail/SMS/social networks.
- **Email - Challenge:** E-mail contains a link to the page with the option of sending a message to a friend.
- **Call on the Web:** a challenge to create an e-mail is directly part of the presentation.
- **Viral web-link:** placing a link to an interesting article or discussion.

# 4 Product placement

- Products are placed in movies, music videos, TV shows, video games etc.
- Quality product placement puts the product in a positive context.





# Product placement

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- ET the Extra-Terrestrial.
- Particularly successful, such as the automotive industry, the beverage industry and high-tech electronics.
- Transformers are full of PP. James Sony Bond.



# 5 Other forms of alternative marketing

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- There are many „new trends“ and alternative forms of communication.
- We can name a few:
  - Green marketing.
  - Content marketing.
  - Event marketing.
  - Neuro marketing.
  - Mobile marketing.

- A new field of marketing that studies consumers' sensorimotor, cognitive, and affective response to marketing stimuli.
- Functional magnetic resonance imaging (fMRI), electroencephalography (EEG), and/or sensors to learn why consumers make the decisions they do.
- Neuromarketing will tell the marketer what the consumer reacts to.

# Neuromarketing examples



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Exfolgente for the most sensitive skin.

For sensitive skin, add the chemicals and moisture you have in your diaper rash.

It's made with unique high-absorbency natural-blend cotton soft, extra-thick, gel-free protection for your baby's sensitive skin. The chlorine-free materials and absorbent polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.

www.baby.com

If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leak-free guarantee at [www.baby.com](http://www.baby.com)



- Some nice examples of neuromarketing utilization.





- The systematic application of marketing along with other concepts to achieve specific behavioural goals for a social good.
- Social Advertising – drawing attention to actual people's problems.
- [Safe driving.](#)
- [Winner of Best Ad 2014.](#)
- [Powerful Social Issue Ads That Will Make You Stop And Think.](#)



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**Thank you for your attention! 😊**