

A Study of the Effectiveness of Guerrilla Marketing in Comparison with the Traditional Marketing

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ABSTRACT

Companies have many different ways to communicate their products/services to the public. A company must educate the public about their brands or products/services, so that they increase their sales because the ultimate objective of any company is to make profit. It is very important for a company to be able to distinguish their brands with that of the competitors since consumers' faces thousands of messages a day and they are under the pressure to make their decisions. Gone are those days where companies used the traditional forms of marketing and due to evolution of technology they are moving to the digital forms of marketing. Companies which are par with that of the technology are able to sustain in the market from that of the companies which are not. They are able to communicate easily with the consumers about their products/services. One of these strategies is called "guerrilla marketing".

Keywords: buying behavior, guerrilla marketing, marketing communication, strategies

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INTRODUCTION

These days, organizations have more instruments to do powerful promoting correspondence than any other time in recent memory. Lamentably, in the meantime there are more dangers which endeavor a very complex issue. One of the greatest dangers looked by the organizations are educational over-burden, client cognizant consideration – either to item or organization, low brand dedication and reducing viability of conventional promoting strategies [1]. So, companies have to come with up with a unique marketing approach.

During recent years, the approach to marketing has changed significantly. Companies are more focused on communications competition rather than competition over product [2]. The separation of the production and consumption area is breaking down rather rapidly [3]. A shift takes place in non-

classical communication tools has resulted rise in demand for new and creative marketing strategies. One of these strategies is called "guerrilla marketing".

From the Beginning to Current State of Knowledge

Advertising can be traced back to 4000 BC where the Egyptians used Papyrus, a material made of thick paper used as a surface for writing sales messages and wall posters. From then Traditional marketing started developing over the centuries and boomed until the early 1900s. It was then the main strategy of advertising came into forth where it was to educate people on products/services rather than just entertain them.

In 1960 companies started advertising heavily on their products/services through mass media channels like radio and print. After the development of cable television in the late 1980s, people witnessed

advertisements on Television. Agencies struggled to make an influence on consumers and since people were tired with the traditional forms of marketing, companies had to come with a new way to advertise their products [4].

It was Jay Conrad Levinson wrote a book on “Guerilla marketing” in which he referred it to the guerrilla warfare, a form of irregular warfare and relates it to the strategies used by armed civilians. Many of these tactics includes ambushes, sabotage, raids and elements of surprise much like Guerilla warfare, Guerilla marketing also uses the same kind of techniques. In his book, he proposes precise approaches to strive against traditional forms of marketing. According to him the goal of Guerilla marketing was to come with up with unconventional tactics to advertise and campaigns have to be unique, shocking, outrageous and smart [5].

LITERATURE REVIEW

“Guerrilla marketing is an incredible way to get you noticed, set you apart from your competition and earn you a reputation for being fun and different, all tailored to whatever the budget you have” [6].

“Guerrilla marketing can be described as a planned marketing promotional strategy using original yet, strange techniques to amaze and attract customers. It is thus, vital to choose a marketing strategy that will not only grasp the attention of consumers but, which is affordable as well” [7].

“The more senses involved in the advertising experience, the more communicating it is supposed to be, which in turn leads to a more memorable experience. This can be tested with advertisements in other areas than public health. To encourage the well-being of the society or individual, the public health industry is beginning to use guerrilla

advertising, which can be extremely effective and without the same monetary risks that is being faced by other profit-driven industries” [8].

“Guerrilla showcasing ought to be founded on human brain science instead of experience, judgment, and mystery. The essential speculations of advertising ought to be time, vitality and creative energy and the essential measurement is to quantify the benefits, not deals. The messages in the guerrilla promoting are for the most part focused on people and little gatherings. Guerrilla showcasing does not work on the off chance that you do not concentrate on the correct target and convey a pertinent message utilizing the correct vehicle on the correct recurrence” [9].

“The companies which use unconventional marketing have to communicate emotions, lifestyle, philosophy and groups to which they belong. It is a complex tool which must be used according to the strategy and type of project, with large marketing project and communication. The financial commitment which might not be small which shows it as one of the component of a project which have to fit with another.”

“Even the small and medium companies can use unconventional method during the launch of their new products, but they must be innovative, creative and should have original ideas. The use of social media’s, social networking, and social web channels impacts the unconventional messages. The advantage of unconventional messaging is the possibility to increase the success of communication project through creative, unique and original ideas” [10].

“Guerrilla marketing is one of the modern marketing techniques which use creative ideas to advertise the product. Once the strategy has been outlined, classified ads and commercial strategy can be evolved. These executions involve a combination of

words and logos designed to communicate the innovative strategy in a memorable manner. Some advertisements use a hard-sell approach whereas some advertisements emphasize the product's features. Others work on client benefits supposedly derived from product use. In the past, words had been often vital in commercials, with the visual used as help, but in the television era advertisers specially depend on visible factors to speak their messages. Advertisements with little or no written messages are common now, however would had been unknown 50 or 60 years in the past. The media should focus on the selection of the best media to deliver the message efficiently and effectively to the target market" [11].

"Today, guerrilla marketing is also referred to as "experiential marketing" for its ability to pull the consumer into a unique and engaging experience. It can take the form of street art, print advertising, displays or even charitable acts that go viral. Because the method is

fun, or deeply meaningful, it does not feel like conventional advertising, and consumers respond strongly to it".

"The most effective advertising happens when the consumer is invited to engage, and enjoy a memorable experience that both punctuate a promotional message, while creating a lasting impression about the culture, mission and value of a brand, product or service" [12].

Differences Between Traditional and Guerrilla Marketing

Guerrilla marketing and traditional marketing are the most successful marketing strategies used by the company. However, there is a different element which distinguishes it from each other. An element of surprise is the important factor for a guerrilla campaign. Probably its most important aspect is the emphasis on promotion. As shown in the following Figure 1, guerrilla marketing is focused on promotion much more than other elements of marketing mix [2].



Fig. 1. Guerrilla marketing plans.

Traditional marketing is a decision to design the product based on the experience in the market, but guerrilla marketing is based on the research of human psychology and behavior to create the

favor towards a product by the consumers [13].

Forms of Guerilla Marketing

Guerrilla marketing can be divided into a plethora of different forms, and new are

emerging over time. As such, it is nearly impossible to present an exhaustive list of all forms.

According to the possible forms can be classified into one of the four basic approaches: viral marketing, ambush marketing, stealth marketing and ambient marketing [3].

Viral promoting: Its beginnings can be found in buzz advertising. Its methodology is like that of natural infections and it spreads in a type of proposal. A few words can be utilized to depict a viable viral advertising: clever, stimulant or eccentric. This is particularly powerful on the Internet as the message spreads with exponential speed. This can be identified with the idea of verbal, as the watchers themselves spread the message.

Ambush Marketing

The goal of ambush marketing is to exploit large events with low efforts and without financial participation (avoiding e.g. sponsorship costs). First attempt at ambush marketing was the Summer Olympics in Los Angeles, 1984, when some companies not approved by the IOC attempted to surround the event with their own promotional activities. When using this method, marketers must consider legal risks (usually connected to the intellectual property laws), as there is a threat of receiving fines which could exceed potential costs for sponsorship.

Stealth Marketing

Stealth advertising is a method of advertising in which the consumer is often not consciously aware that she is being subjected to advertising [14].

Ambient Marketing

It is a form of communication which uses elements of the environment to convey a message. Ambient media is a term aggregating non-classical advertising

media (and interact with the environment). The main upside of this form is the credibility of the message – In this case, consumers may not identify ambient advertising as advertising and will not automatically avoid the message as they would do with traditional advertising. Sensation marketing is a similar form, with the difference that sensation marketing is one-time occurrence and is not repeatable as opposed to “normal” ambient advertising [3].

Guerrilla Marketing Operations

According to Jay Conrad Levinson, there are 16 crucial words which define efficient marketing: “commitment, investment, consistency, confidence, patience, assortment, subsequence, convenience, amazement, measurement, involvement, dependence, armament, consent, content and augmentation”. He also stresses that “creativity” in guerrilla campaign is measured, first and foremost, by profit. Amongst other things, guerrilla marketing is based on marketing the implicit attributes rather their functionality or similar aspects, i.e. advertising the idea coming with the product, the emotional aspects of a buying decision [5].

Statement of Research Problem

Gaining competitive edge in the market is one of the utmost objectives of any company. Therefore, it is very important to reach the consumers in a right way. With the development from the traditional forms of marketing, one of the tools used by the companies to reach out the public is guerrilla marketing, an unconventional tool with little budget to spend and involves high energy and grasping of attention of the public. It is one of those techniques which yield maximum results. This technique is considered to be unethical, but it is just a healthy competition which business needs it. The

study was aimed to study the concept, types of guerrilla marketing, advantages and criticisms of guerrilla marketing and the effectiveness of such conventional tool by studying few companies which have used guerrilla marketing.

Objectives of the Study

- The study was made to understand the background and meaning of guerrilla marketing.
- It involves the study made on different companies who have used guerrilla marketing.
- To analyze the various techniques involved in guerrilla marketing and how are they used to increase the product acceptability.
- To understand the differences between traditional marketing and guerrilla marketing.
- To measure the effectiveness of the campaigns on brand awareness of the company.
- To understand the operations of guerrilla marketing.

Research Methodology

Following is a qualitative research conducted with an intention to expand our knowledge on the concept of guerrilla marketing. The research was made based only on the external secondary data available in the form of books, Journals, website and articles. The information available in these were analyzed based on our understanding and helped us to clarify the research problem.

Limitations of the Study

- Detailed study was not possible due to the time availability.
- Since secondary data was used, there are possibilities that the data may be outdated.
- Some of the secondary data lacked specify or does not exactly addressed the question of concern.

- Since none of the statistical tools were used, the data could not be verified.
- The study cannot be generalized because the findings were based on the knowledge we had and the information we analyzed.

Data Analysis and Interpretation

The following are the few companies which have used guerrilla marketing to promote their brand/product/service.

Heineken International

Heineken is a Dutch brewing company founded in 1864 by Gerard Adriaan Heineken in Amsterdam. Its headquarters located in Amsterdam and Netherlands.

Heineken is the number one brewer in Europe and the number two brewer in the world. They have operations in over 70 markets globally with over 165 breweries, which make them the world's most international brewer. They are the leading developer and marketer of premium beer and cider brands. They are committed to innovation, long term brand investment, disciplined sales execution and focused cost management. There are approximately 77000 employees working under Heineken.

Marketing Campaign of Heineken India

Heineken India in the year 2014 came up with a unique strategy with the wise use of technology. Crossworks as an innovative technology partner for Mindshare, India provided a unique innovative technology solution for Heineken.

They had set up this strategy in their store where they gave their customers a unique way to buy a beer. Usually a customer enters the store, select their beer and pay for it. But Heineken decided to surprise their customers by giving them a unique beer buying experience. The solution was designed based on Directional Sound

Solutions where sound can be directed specifically to a particular direction without spilling over to other areas.

So, Heineken decided to become the voice in their head, a voice that no one else could hear. When a customer moves towards the fridge to buy the beer, there is a spot which says “Stand Here to Open Your World” where they tried to relate it their tagline which says “Open your world”.

When a customer stands on it, they will receive a high frequency beam of sound. It is a female voice which only the customer standing on that spot will hear and no else. The voice talks about the cool attitude of the consumers and why would they should prefer to buy Heineken.

The consumers were stunned for a while wondering from where is this voice coming from. They even surprised for a while because only they could hear that voice. They found it surreal and they thought it was like a science fiction.

This viral marketing strategy became popular which made them an award winning viral marketing campaign 2014. Heineken had used a never seen before marketing strategy by using technology intelligently and giving the customers an all new experience of buying beer. They adopted a viral marketing strategy whereby customers who had visited the store passed on the information to many other consumers which eventually made more number of customers visit the store due to which their sales also increased and their popularity as well.

IKEA

IKEA is a Swedish Home furniture organization established by Ingvar Kamprad in 1943 in Smaland in southern Sweden. It is a multinational Group headquartered in the Netherlands that outlines and pitches prepared to-gather

furniture, kitchen apparatuses and home frill. It has been the world's biggest furniture retailer since no less than 2008. The firm is known for its regard for cost control, operational subtle elements, and ceaseless item improvement, corporate ascribes that enabled IKEA to bring down its costs by a normal of a few percent throughout the decade to 2010 amid a time of worldwide development. As of August 2017, IKEA claims and works 400 stores in 49 nations. The IKEA site contains around 12,000 items and is the nearest portrayal of the whole IKEA goes.

Marketing Campaigns

With its motto of ‘creating a better everyday life for the many people’, IKEA has focused its effort on producing customer-centered content marketing to get its message across. IKEA has been known for their creative and original marketing initiatives for some time now but their 2006 campaign “Everyday Fabulous” really stands out. The idea for the campaign was to improve the foundations of society by making everyday life that little bit better and more comfortable. Their guerrilla idea has slowly been rolling out across the world having started in Sweden and then moved on to New York and later Japan.

In Sweden their agency, Forsman and Bodenfors launched their award-winning Guerilla campaign. The idea was to improve the fabric of society by making everyday life a little better - bicycle seats were recovered in IKEA fabric, windows on trains were given IKEA curtains, the hated parking meter was given a hat to keep it warm.

Some of the stunts used by IKEA in New York included placing Sofas and curtains in bus shelters, putting blankets and picnic blankets with bottled water in parks, placing pillows on the bottom of slides etc.

After putting across this plan, IKEA increased their brand awareness which made them popular among the consumers. Their uniqueness in their strategy made them known for their creative marketing campaigns and other companies look up to them for Ideas. IKEA has been a very well-known furniture company till now which made them popular because of their creative marketing campaigns.

According to the Effie Awards case study, the costs for this campaign were under \$ 500 thousand, which, given the size of the company, is a relatively low number. The reactions from the press and bloggers were overwhelmingly positive, reaching even outside of the United States, let alone New York City. The special website received 57000 visitors in less than a week.

Coca-cola

Coke is a soda pop delivered by the Coca-Cola Company. Initially it was utilized as a patent medication. It was designed in the late nineteenth century by John Pemberton and was purchased out by agent Asa Griggs Candler, whose promoting strategies drove Coca-Cola to its strength of the world soda advertise all through the twentieth century.

The Coca-Cola Company likewise have different flavors like Diet Coke, Caffeine-Free Coca-Cola, Diet Coke Caffeine-Free, Coca-Cola Cherry, Coca-Cola Zero, Coca-Cola Vanilla, and exceptional variants with lemon, lime, and espresso. In view of Interbrand's "best worldwide brand" investigation of 2015, Coca-Cola was the world's third most significant brand, after Apple and Google. In 2013, Coke items were sold in more than 200 nations around the world, with buyers bringing down more than 1.8 billion organization refreshment servings every day.

Marketing Campaign

Coco cola tried to promote the ad campaign in a unique way for their new

product Coke Zero. It was not the sight, nor the sound, but the taste that it promoted in their latest campaign of "drinkable billboard". Coca Cola along with Ogilvy & Mather created an entire campaign where one can literally drink it even if it is on a billboard, on television, printed, or even on radio.

The main idea of Coke was in order to make more number of people to try Coke Zero, so they built a billboard that serves the drink to thousands of fans. The main goal of their campaign was to pour Coke Zero to a wide audience all over the country, creating the first "drinkable commercial". Creation of drinkable commercial: Under this "drinkable commercial" they collaborated with Shazam, an app which makes the people actually taste the product which was helping the audience to enjoy a Coke Zero with the help of technology. Using Shazam, viewers can see Coke Zero getting filled inside the glass of their smart phones. It was entirely a unique idea developed by Coke. This helped them in getting an actual free Coke Zero which can be redeemed on the retail stores across the US.

As Coca Cola says, "Next time you are thirsty drink an ad!"

Dettol

Dettol is a brand of hygienic products that was started in the year 1932 in UK and Indian hospitals mainly to prevent infection. Initially the Dettol was used by doctors and medical workers. Its usage for households came along the way as the doctors using Dettol would be trusted by their patients, patients usually follow the advice given by the doctor. Later, Dettol expanded its portfolio which included plasters, shaving cream, soap, body wash, wet wipes and similar, to gain a position on the personal care market. In 2015, its market share in India was over 85 percent in antiseptic liquids and over 50 percent in liquid soaps.

Marketing Campaign

The word-of-mouth is also an important element of guerrilla marketing. The effect created by the word-of-mouth campaign is necessary to maintain the efficiency and effectiveness of a guerrilla marketing. Basically, the aim of Dettol was to achieve some impressive result in the market. The Dettol had a less market share in the Chinese market and it failed to cover rural areas, prior to the campaign. Dettol found that the traditional advertisements like TV ads were too expensive for them. Instead, they chose to utilize word-of-mouth. Many steps were taken before the actual campaign; it was done by reducing size of the spray bottle. These smaller bottles were packed into “experience kits”, which were distributed among 4000 Customers, around 48000 samples were supplied. Dettol carefully identified those influencers, using them to spread a word-of mouth campaign. Moreover, the advertising agency started games for consumers, so that by collecting points customers could increase their chances to receive other kits. This greatly encouraged the word-of-mouth diffusion effect.

The campaign gave a positive effect. The Dettol found the boost in sales up by 86% in comparison to other cities. The awareness level increased from 5% to 25% and purchase intended doubled. The campaign reached 46 percent of its target audience. The costs indulged for this campaign was very low compared to the other forms of advertisements like TV ads. The samples were given to the influencer moms, costing \$0.25 each. From this point of view, the campaign was successful, reached its target and improved the brand position on the local market.

Pokémon Go

Pokémon Go is a mobile app that changes the real world into a world filled with Pokémon. It uses the device’s camera and mapping features that differentiates

Pokémon Go from other Pokémon games or other games in general. It requires a player to explore their surrounding geographic area. The game turns real-world locations like buildings, parks, and art installations into places called ‘Pokéstops’ that are used to fetch items in the game such as Pokéballs for catching more Pokémon for reviving Pokémon after battle.

When the app was launched on July 6th, 2016, the Pokémon Go application became famous for its guerrilla marketing hall of fame. The in-game purchases added 7.5 billion dollars to Nintendo’s market valuation. Sales for the gaming company’s Nintendo 3DS increased by 80%, this is due to the augmented reality game.

In terms of use, Tech Crunch reported that the app had been installed on more devices than Candy Crush, Tinder and LinkedIn, but did not affect the apps like WhatsApp, Instagram, or Snapchat. Businesses benefited from creating “Pokéstops” and generated walk in traffic that capitalized on the craze; restaurants, retail centers and organizations could benefit and create awareness, by drawing Pokémon hunters in.

One of the biggest benefits for the brand was involvement of families, who found themselves enjoying the app together. The surge in downloads and players of Pokémon Go revealed that 63% of players were women, over the age of eighteen, and 45% of players had a mean income of \$50,000 per annum or more. While supposedly designed for children, the app managed to engage the prime purchase decision makers (women).

This Guerrilla marketing benefitted both the app and the companies who turned themselves as Pokéstops. The companies used stealth marketing technique where the

consumers were indirectly exposed to their marketing campaign without any awareness created by the company.

Advantages of Guerrilla Marketing

- Guerrilla marketing relies heavily on unconventional marketing strategy, high energy and imagination, which works to promote creative and innovative aspects of brand and creates a distinctive image [15].
- Guerrilla marketing makes a more valuable impression with customer in comparison with traditional forms of advertising and marketing, which works on strengthening the relationship with the customer and save his loyalty to the brand [16].
- Guerrilla marketing strategy aims to strike the customer at a more personal and memorable level, which effect on customer emotion toward brand [15].
- Guerrilla marketing can create brand recognition without necessarily pushing products [15].
- Creative and innovative ideas of Guerrilla marketing give the brand an opportunity to contribute in elevation of public taste and culture of the recipient [15].
- Guerrilla marketing is ideal for all brands, small businesses that need to reach a lot of customers and also large companies who are trying to have valuable brand and distinctive competitive position [15].
- Guerrilla marketing is emotional and effective, and yet at the same time inexpensive [2].
- It helps a firm develop international markets and it will accelerate the firms' competitive advantage to cause a stability of the status of the firm [13].

Criticisms of Guerrilla Marketing

- There are tactics which draws audiences' intention but it consists of image that arise the customers' anger,

fear and upset. Therefore, consumers will have a negative impression about the firm [13].

- Difficult to measure the results [14].
- Need a greater level of dedication and efforts when compared to traditional marketing [14].
- Ethical problems like trespassing on private property, defacing public or private property and not getting permission from the authorities [17].

CONCLUSION

To conclude, we can say that Guerrilla marketing is a huge concept and different authors have different meanings to it. Many companies do not practice a particular type of guerrilla marketing. We have mentioned only four types of guerrilla marketing, however different websites and articles gives more than four types of Guerrilla marketing. But we can definitely conclude that Guerrilla marketing is a unique form of marketing which the companies adopt to promote their brand in public places in a creative way, keeping in mind the surprise effect so that they remember the company which will help in brand reputation. Though guerrilla marketing involves marketing at a less cost there are companies like Coco-Cola, Heineken who uses huge budget with the extensive use of technology to promote their brand. We may also conclude that there are no many Indian companies who uses guerrilla marketing extensively when compared to other foreign countries like USA, Japan, etc. because the concept is just entered the market and yet to be very well accepted by the companies. Marketers in India hesitate to go ahead because they lack guarantee of success of the campaigns, difficult to point out what would succeed and what would fail, and the results take time. If companies are aware about the operations of guerrilla marketing in a right way, they will be successful and contribute to their brand awareness and sales. Therefore, the

companies have to design their strategy carefully keeping in mind all the aspects - and the ethics involved in order to not to fail in their strategy. Companies should also keep in their mind when designing a guerrilla marketing campaign the sentiments of the people. They shouldn't make the consumers go against them.

Hence an effective guerrilla marketing campaign will help companies to increase brand reputation and recognition in the minds of the consumers in a creative way and as well as make a never seen before campaign which will eventually generate sales to the company.

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