

# **GUERRILLA MARKETIN**

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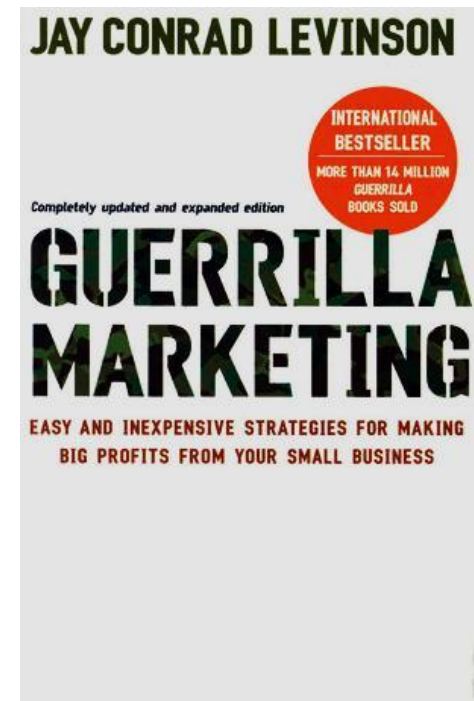
**3 COURSE ADVERTISING AND PUBLIC RELATIONS**

# CONTENTS

- 1. Founder(основоположник, основатель)**
- 2. Appointment**
- 3. Gist (суть) Guerrilla Marketing**
- 4. Examples**

# FOUNDER

In 1984, the term 'Guerrilla Marketing' was introduced by Jay Conrad Levinson in his book 'Guerrilla Advertising'.



# APPOINTMENT

Guerrilla marketing is perfect for any small or medium size(средний) businesses to bring their product or services to its consumers without investing more money on advertisements.



# GIST GUERRILLA MARKETING

The main point of guerrilla marketing is that the activities are done exclusively on the streets or other public places, such as shopping centers, parks or beaches with maximum people access so as to attract much audience.



# EXAMPLES

Guerrilla marketing involves the application of multiple techniques and practices in order to establish direct contact with the customers(клиенты).



# AMBIENT MARKETING









# ROAD SHOWS







# VIRAL MARKETING



What color dress!!!???





# THANK YOU FOR YOUR ATTENTION

