

Guerrilla Marketing: What kind of Advertising is Ethical or Unethical?

Abstract: Companies are trying to figure out a unique and innovative way to get their products or services out to the public. A lot more companies are moving towards Guerrilla marketing which is an advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results. Guerrilla marketing possesses a lot of positive which in creativity but can be a consumer nightmare if overwhelm. In research studies show Guerrilla marketing can not only annoy consumers but also cause distractions for consumers that's operating a vehicle. This research addresses the following questions.

- **How do consumers react to Guerrilla marketing?**
- **Is the tactic effective?**
- **How can it be fix**

Keywords: Guerrilla advertising, Ethical Problem, Unethical problem

Introduction

Advertising in today's business world is rapidly changing. Not long Ago, simple newspaper and magazine ads were the way to go for any Companies to attract clientele. Since technology became prevalent in Today's society businesses are coming up with unique and innovative

Ways to appeal to the consumer. A big part of the way advertising is Done now is due to Guerrilla Marketing. By using this tool small Organizations can compete with the larger organizations more Effectively.

Guerrilla marketing might be somewhat foreign to someone who does not dabble in the marketing field. To others who are constantly working in this field whether it is in PR, or advertising and promotion are all too familiar with it. In the Entrepreneurs Encyclopedia, Guerrilla marketing is defined as a means of going after the conventional goals of profits, sales and growth but doing it by using unconventional means, such as expanding offerings during gloomy economic days to inspire customers to increase the size of each purchase (marketing). Guerrilla marketing is a creative and inexpensive way a business can market a product or service to its consumers. this type of marketing is use by the mom and pop local stores in your region instead of big chain retailers. The reason smaller business use Guerilla marketing is the fact smaller businesses does not have all the resources that a big business posses. This gives small businesses leverage with big fortune 500 companies in terms of competition.

Literature Review

In recent years advertising has evolved from basic introduction to the product in

magazines and TV are now taking a more innovative and interactive approach in getting their advertising notice by consumers. The purpose of this research is to (1) determine how do consumers react to the tactics of guerrilla marketing, (2) how can Guerrilla advertising can be more of a distraction rather than something enjoyable, (3) how can guerrilla advertising be toned down to not be a disturbance.

Exhibit (1)



Good guerrilla marketing

Exhibit (2)



Bad Guerrilla marketing

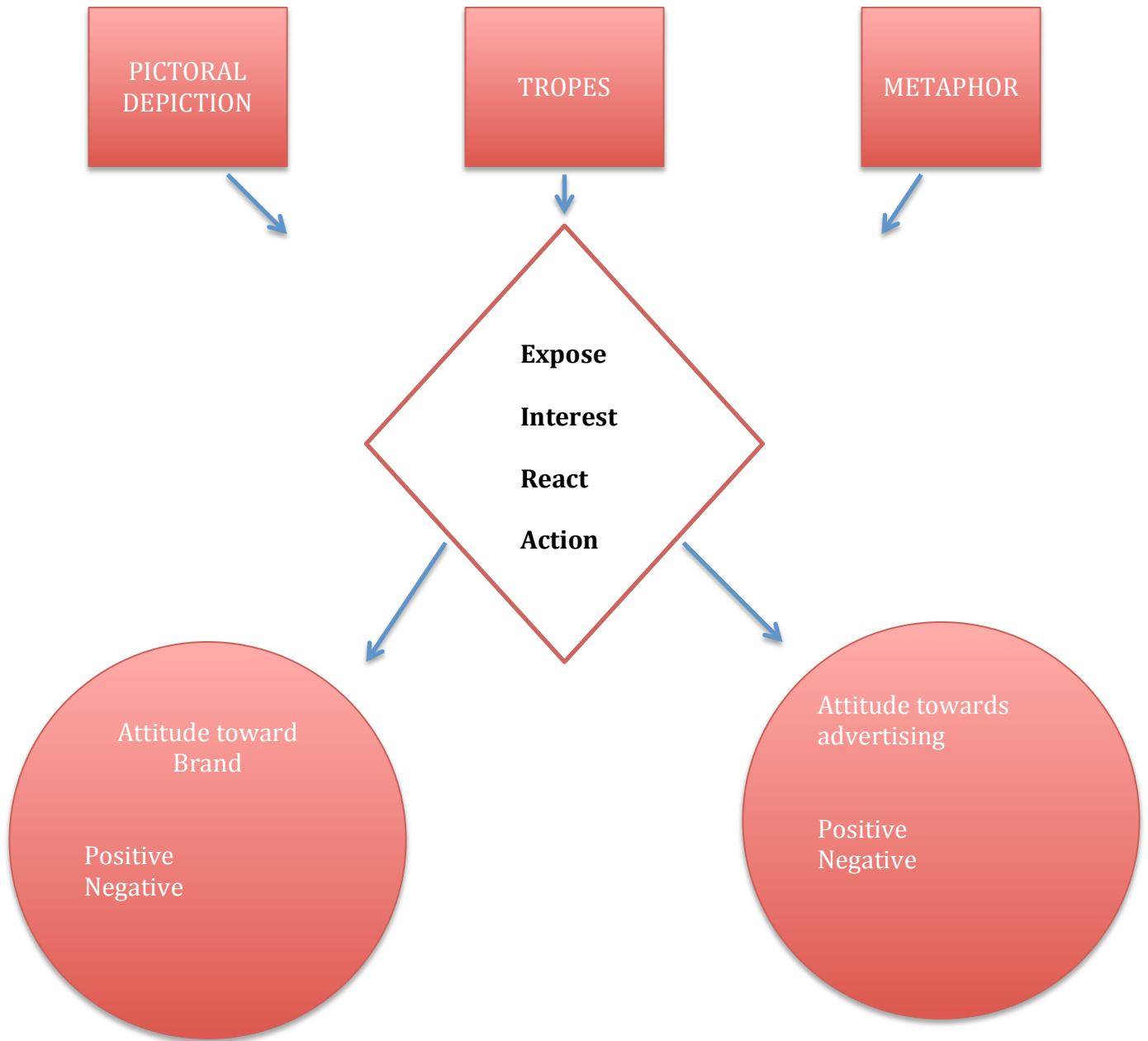
Viewpoint of the Consumer

Using Guerilla marketing can both have a positive and a negative effect on its consumers based on how it's portrayed in the public. As you can see in exhibit 1, Colgate-Palmolive one of the top hygiene producing company came up with a unique way innovated and unique way to push their products. As you can see the little girl in the eating her ice cream, and whens finish she notices that the stick is in the shape of a toothbrush. Not only does this idea pushes there product but it a a great reminder to bush your teeth after eating something sweet. Positive advertising like the one in exhibit 1 has a certain social responsibility businesses convey to its consumers. If this tactic is executed the right way consumers will notice but not be seen as a distraction or harmful.

Lets take a look at the not so light-hearted way companies use guerrilla marketing. As one can see in exhibit 2, you can see the advertising of H.B.O infamous TV show The Soprano's which is about Italian family which happens to be a mob gang that is geared up upon money, power and Violence. In the picture one can notice hand that's lifeless dangling out of the open trunk of a taxicab. To one who are not familiar to the show this can be sort od distracting for most, and shocking to others. Just the sight of the arm hanging out the trunk look suspicious, causing major problems such is bold enough to open the trunk, as people taking matters into their hands and calling the proper authorities.

CONCEPTUAL FRAMEWORK

Figure 1.



Discussion

The E.I.R.A framework, which stands for exposed, interest, react, action is use to decide if advertising has a positive or negative effect on consumers. From the analysis we discovered that from the two exhibits (1&2) most agreed that the soprano picture immediately irrupt discomfort and negative liking towards it. Others thought of the soprano picture a disrupting or had no feeling of it at all.

Conclusion

History has shown that as the time move continue forward so do the way businesses big or small are marketing their product or services to public. It is clear that Guerilla marketing is the wave of the future that business are slowly making the transition from the traditional way to a more innovated way to push their products. The By businesses being socially conscious of how their product or service to be interpreted by consumers can a business successfully prevent future problems. Overall Guerilla marketing can and have a great impact on people; whether it is positive and negative to the consumer

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