

Advantages of Guerrilla Marketing

Featuring:

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We hired the Dieet Team. We did it for our client Weight Watchers. Not the real Dieet Team but our own the Dieet Team. Written as D-I-E-E-T which means diet (in Dutch). With big garbage truck and the look and feel of the real Dieet team van, we drove through Holland asking women to come out of their houses and hand over their old diet books because they don't work, as Weight Watchers says.

The Dutch Dieet Team was the talk of the town and hot news in the Dutch media as it was, for example, on the front page of our most popular newspaper, *The Telegraph*. It popped up in several radio programs, and it was broadcast by a popular Dutch TV network.

Hello! I'm Hubert Van Wensen, Chief Guerilla Officer at Draftfcb Amsterdam. I would like to tell you something about the strength of alternative media and the opportunities it gives to both agencies and clients.

With the abundance of advertising messages nowadays, it is more important than ever for brands to catch the public's attention and to differentiate. Advertisers and agencies should be smarter and more creative. That's why alternative media are the key to success. Because the unorthodox solutions are most of the time characterized as smart and creative. It leads to campaigns which stand out, whereby the advertisement reaches the mind of the consumer. The strength of guerilla marketing became really clear again. We would never have achieved such an impact and awareness for Weight Watchers if we had only used traditional media in our campaign.

Nowadays you can win the battle for the consumer's attention by being smarter and more creative than your opponent, instead of spending more money for TV commercials than your competitor does. My definition of guerilla marketing is a broad one. An unexpected brand program through alternative media. Guerilla marketing includes, for example, guerilla marketing, ambush marketing, buzz marketing and also events. But guerilla marketing is far more than the definition. It's a mentality, too—the mentality of thinking outside the box and thinking for solutions for communications problems in a broader way, instead of thinking in terms of just TV commercials. Traditional advertising on TV, radio, print and even traditional outdoor advertising is not what I mean by guerilla marketing.

As I said, guerilla marketing is becoming more and more important and happily of both agencies and clients finally recognize it. In the short time that I've been working here at Draftfcb, I've noticed that clients are really enthusiastic about the fact that I'm here. "We're glad you're here Hubert." Well, for the most of them, I haven't done anything for real yet.

It testifies to the fact that advertisers are looking for alternative ways to communicate because they recognize the importance of it. And that also means that clients are searching for an agency with that kind of signature.

We have to be prepared for that question, and we have to service them. We have to think out of the box and tell our current and potential clients that we have the ability to do so.

Well, that's the reason why I have been given this great title, CGO. I'm the first Chief Guerilla Officer in the world and was working in an Army tent during my first two months, which stood in the garden in front of our Draftfcb building. The result of the unorthodox title and office was a lot of rumor and economic and marketing communication media. The guerilla tactic worked.

Cases of success are one of the most important weapons for me to use to persuade both agencies and clients to really use guerilla tactics. That is necessary because on the one hand, both clients and agencies really would like to use alternative media, but on the other hand, they are a little bit

afraid of it. That's logical, as often they don't have a lot of experience with it. Happily there are a lot of good examples of guerilla marketing.

Before I started at Draftfcb I was running my own agency which specializes in guerilla tactics. And in that time, we had a lot of effective cases. To create rumor around brand and brand awareness, we once placed a few young men in their underwear along the biggest highways, hitchhiking to a fashion store which was situated along the highway, too. We drove in golden crate of Heineken beer drawn by four horses next to our queen in Queensdale. And for a supermarket chain, we placed a movable cashier in front of the door of their main competitor to calculate the prices again. It worked.

A great example of Cramer-Krasselt's is one of my favorites—the Nike stunt during the Berlin Marathon. Nike was the main sponsor. But Nike, instead of Addidas, got all the media attention by only sponsoring the oldest athlete. An 80-year old man called Henrique. Henrique became a hit and afterwards people only remembered Nike as a sponsor of the Berlin Marathon.

There are a lot of misunderstandings about guerilla marketing and alternative media. Very often, people think that guerilla marketing is only for the brutal brands, and therefore doesn't fit in with their brand. They think that it's always a cheap way of advertising and therefore maybe less qualitative.

They also believe that guerilla marketing might be fun but not effective, and moreover, you cannot calculate the effect of it.

Objection your Honor, it's all not true. Maybe guerilla sounds a little aggressive, but it doesn't have to be aggressive. Do you know the Taco Bell stunt? They place an enormous air bed with the Taco Bell logo on it in the middle of the ocean to catch the Mire Space Station in case it should fall to earth. It was broadcast on worldwide news stations. Not really aggressive is it?

Guerilla marketing does not have to be cheap and is not very cheap most of the time. It is cost effective yes, but that is something really different. It means that using the same budget, the effect of alternative media is often greater. While guerilla is not cheap by definition, it's also not less qualitative by definition.

Every brand has its own budget for guerilla marketing. And by the way, I've often heard Hubert, "we don't have much money for this campaign. So we have to be smart." As if you don't have to be smart if you have a lot of money. That's a strange misunderstanding among many advertisers.

One of the strengths of guerilla marketing is its exclusive character. You don't have to share the consumer's attention as you do to in a commercial block on radio or TV, or in a magazine full of other printed advertisements. With guerilla marketing, you are able to visit your target audience and don't waste a lot of money. You can engage in dialogue with the consumer and make friends again instead of enemies. "Oh shit, that bloody commercial break again. I have to pee."

Guerilla marketing surprises you and is therefore striking. It all comes together in one word, impact. Guerilla marketing means impact. And that's what we need today.

In my opinion, guerilla should always be part of a campaign. Guerilla leads to what I call the multiplier effect. If you are confronted by guerilla marketing, and later on by a traditional advertisement belonging to the same campaign, that advertisement will get your attention—at least twice as much.

But guerilla can also work on its own. That proves for example the international success of the Dutch brand Jesus. They never used traditional advertising, which is at the same time one of their secrets of success. So they don't look and feel so commercial. They are more real and more exciting.

As I said before, guerilla marketing is a way of thinking. We have to use that way of thinking at the beginning of the strategic process.

To make myself clear, I would like to end my story with an imaginary advertising agency case. Let's say the donor foundation charged an advertising agency to get attention for their good cause. People have to get the donor issue at the top of their minds again. In 9 cases out of 10, the agency will come up with a TV commercial and maybe with some printed advertisements, too. And sure it would be great work, why not? But thinking out of the box, the agency could also have come up with another solution. A fake TV show in which people could choose to give their donation to one of the candidates. It will be produced and broadcast together with a TV station.

Which solution do you think would make the most impact and create the most awareness for the donor foundation? The traditional way or the alternative way? The Dutch "Donor Show" of last year proved my case.

Thank you very much for your attention. And I would really like to talk to you about guerilla marketing and alternative media in the future again.