Alternative Marketing

Chapter 10
Chapter Objectives

1. How do buzz marketing, guerilla marketing, product placement and branded entertainment, and lifestyle marketing fit into an IMC program?

2. What conditions must be present in order to develop a successful guerilla marketing program?

3. How can alternative marketing methods be integrated with in-store programs?
The facts...

- Traditional mass media declining
  - Marketers not ready to ditch TV, radio, print, newspapers, etc.
  - Even the internet is getting cluttered
- As a result, alternative media rising
  - How do you find new ways to reach your target market?
  - New and innovative formats
Alternative Marketing

- Advertising outlets that do not fall under the standard definitions of broadcast, electronic, outdoor, print, and transit media.
ALTERNATIVE MEDIA PROGRAMS

- Requires creativity and imagination
- Identify intersect paths
- Alternative approaches media programs
  - Buzz marketing
  - Guerilla marketing
  - Product placement
  - Branded entertainment
  - Lifestyle marketing
  - In-store marketing
  - Brand communities
• Marketing that captures the attention of consumers and the media to the point where talking about a brand or company becomes entertaining, fascinating, and newsworthy
• Buzz or word-of-mouth marketing
  ▪ Higher credibility
• Fast growth – now $1 billion annually
• Methods of generating buzz
  ▪ Consumers who like a brand and tell others
  ▪ Consumers who like a brand and are sponsored by a company to tell other consumers
  ▪ Company or agency employees posing as customer of the company, telling others about the brand
Three stages

1. Inoculation - This corresponds to the product being introduced.
2. Incubation - The product is being used by a few innovators or trendsetters.
3. Infection - Widespread use of the product
**Buzz Marketing Preconditions**

- Brand must be unique, new, or perform better
- Brand must stand out and have distinct advantages
- Memorable advertising helps
  - Intriguing, different, and unique
- Customers must get involved
- Buzz marketing works because
  - People trust someone’s else’s opinion
  - People like to give their opinion
The guerrilla marketing may be defined more specifically as an aggressive, highly targeted and sometimes subversive; street-level promotional campaign intended to create unexpected and memorable encounters between a product and its consumers.
Developed by Jay Conrad Levinson

Instant results with unique, low-cost approaches

Focus on region or area

Create excitement

Alternative media

Grassroots efforts

Goal is to generate buzz

Involve interacting with consumers

GUERILLA MARKETING
Product placement is the planned insertion of a brand or product into a movie, TV show or some other form of media with the purpose to influence viewers.
House
Coca-Cola happiness Machine
PRODUCT PLACEMENT

Advertisers believe product placement
  Increased brand awareness
  Positive attitude towards the brand
No immediate impact on sales
Low cost per viewer
Sex in the City
Product Placement
• **Designers**
  - Manolo Blahnik (consistently and constantly)
  - Vivienne Westwood (more than any other designer, most notably as Carrie’s wedding dress)
  - Louis Vuitton (lots and lots and lots)
  - Chanel (at least five times)
  - Dior
  - Ferragamo
  - Roger Vivier
  - Diane von Furstenberg (a scene was filmed in her New York City store)
  - Hermès
  - Christian Louboutin (one very clear shot of bright red soles)
  - Prada
  - Escada
  - Versace
  - Gucci (several handbags—including a big white “Gucci heart NY” one—and brown glossy shopping bags)
  - Vera Wang
  - Oscar de la Renta
  - Carolina Herrera
  - Christian Lacroix
  - Lanvin
  - Nike
  - Adidas
  - Burberry
  - Tiffany and Co. (Carrie’s wedding gifts)
  - Swarovski (constantly sparkled on Carrie’s encrusted cell phone; also shined on a clip in Miranda’s hair, Stanford’s wedding tuxedo, and on Charlotte’s daughter’s cupcake purse)
  - Hello Kitty (décor of choice in Charlotte’s daughter’s room)
• **Stores & Services**
  - Henri Bendel
  - Scoop
  - Bluefly.com
  - Henri Bendel
  - Scoop
  - Bluefly.com
  - Bag Borrow or Steal
  - Netflix
  - U-Haul
  - Pret a Manger (bagged lunch in the park for two)
  - Cup of Noodles (New Year’s Eve feast)
• **Gadgets**
  - Apple (Carrie’s computer)
  - iPhone (Samantha’s cell phone—not exactly Carrie’s style)
  - Blackberry (Miranda’s phone)
  - Bang & Olufsen (Samantha’s shapely phone in her Malibu pad)
  - Dell (Miranda and Big’s computers)
  - Cuisinart (wedding gift for Carrie)
  - Sprint (Carrie’s service provider—flashed frequently)
• **Publications**
  - Vogue (the real editorial office and staffers, a photo shoot, and the magazine itself)
  - New York Post
  - Page Six (what better place for an engagement announcement?)
  - Entertainment Weekly
  - New York magazine
  - Marie Claire
  - The Wall Street Journal (Big’s before-bed read)
• **Sips and Snacks**
  - Starbucks (again and again)
  - Pellegrino (on a table or two)
  - Skyy Vodka (to drown Carrie’s many sorrows)
  - Vitamin Water (first an ad hanging on a wall, then on every seat under the tents for Fashion Week)
  - Smart Water (the water of choice—all over the place)
• **From the Pharmacy**
  - L’Oreal
  - Garnier Fructis
  - Nivea
  - Jergens
  - Clean & Clear
• **Places and Ways to Get There**
  - New York Public Library (the wedding locale)
  - Lumi (the site of Charlotte and Big’s confrontation)
  - Buddakan
  - The Four Seasons
  - Mercedes-Benz (Big’s chauffeur-driven car)
  - Lincoln Town Car (Carrie’s wedding limousine)
  - Christie’s (the girls attended an Ellen Barkin-inspired jewelry auction here)
  - American Airlines (on an ad in Samantha’s office)
BRANDED ENTERTAINMENT

Brand woven into the storyline

Use increased sharply with reality shows

Also found in novels, plays, songs, and movies
MY NISSAN COMMERCIAL
Nissan and the Voice
• In-game advertisements
• Rotating in-game advertising
• Interactive ads
• Game-related Web sites
• Advergames
• Sponsored downloads
Video Game Advertising

Benefits
- Online games allow Web analytics
- Ads can be targeted to match audience

Disadvantage
- Ads soon become static

New technologies
- Ad rotations within game
- New ads can be added to online games
- Time-sensitive ads can be used
- Ads can be made interactive
Lifestyle Marketing

- Lifestyle marketing involves identifying marketing methods associated with the hobbies and entertainment venues of the target audience.
Event Marketing
ALTERNATIVE MEDIA VENUES

- Cinema
- In-tunnel, subway
- Parking lot
- Escalator
- Airline in-flight
- Leaflets and brochures
- Carry home menus
- Carry home bags
- Clothing
- Mall signs
- Kiosks
IN-STORE MARKETING

- 70% of purchase decisions made in store
- In-store atmospherics
  - Sight, sound, and scent
- Video screens and television monitors
  - Customize messages
- Wal-Mart
  - 127 million shoppers per week
In-store Marketing
Digital Signage
POINT-OF-PURCHASE DISPLAYS

- Location is key, usually near cash register
- Last chance to reach buyer
- Facts
  - 70% of decisions are in store
  - 50% of money spent at mass-merchandisers and supermarkets is unplanned
  - 50% of Coca-Cola products from displays
- Average increase in sales is 9%
- Half of POP displays not effective
  - Half that are effective – 20% increase in sales
Point of Purchase Display
Point of Purchase
Designing Effective POP

- Clearly communicate product attributes
  - Pricing
  - Promotional incentives
- Encourage customers to stop, look, pick up the product, and examine it.
  - More likely to buy the product
- Display has 3/10 second to capture the customer’s attention
- Best integrate company’s logo, message theme, tie in with current advertising.
- Location, location, location.
Measuring POP Effectiveness

- Both retailers and manufacturers want displays that are effective
- Point-of-sales (POS) data
- For retailers
  - Indicates time to withdraw or change display
  - Identify POP displays with largest impact
  - Test market different displays
- For manufacturers
  - Data can improve quality of displays
  - Strengthen relationships with retailers
• Digital, LED displays
• Interactive displays
• Integration of advertising and marketing with POP
• Interface of digital technology with in-store networks
• Interface with retail computers
Interactive Store Displays
BRAND COMMUNITIES

• A community formed on the basis of attachment to a product or service.
• Recent developments in marketing and in research in consumer behavior result in stressing the connection between brand, individual identity and culture.
• Concept focuses on the connections between consumers.