

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



Buzz Marketing

- 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



New York, NY



Los Angeles, CA



BUZZ MARKETING

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



Buzz Marketing Stages

- Three stages
 - **Inoculation**- This corresponds to the product being introduced.
 - **Incubation**- The product is being used by a few innovators or trendsetters.
 - **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

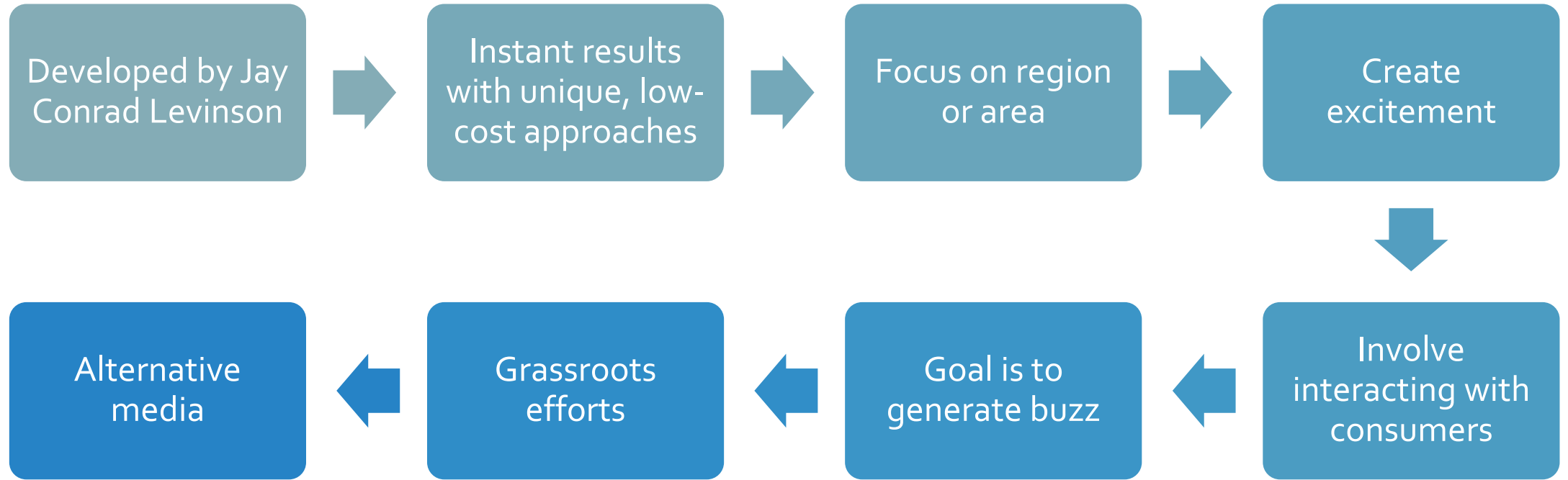


This self-proclaimed "party game for horrible people" did not come from some hip Silicon Valley incubator. Instead, it was the brainchild of eight friends who'd known each other since grade school in their hometown of Chicago. They had no major outside investment, unless you count their one small crowdfunding campaign on Kickstarter, and it took them a while to even have a business address. "Our main priority is to be funny -- and to have people like us," says game co-creator Max Temkin.



Guerrilla marketing

- 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

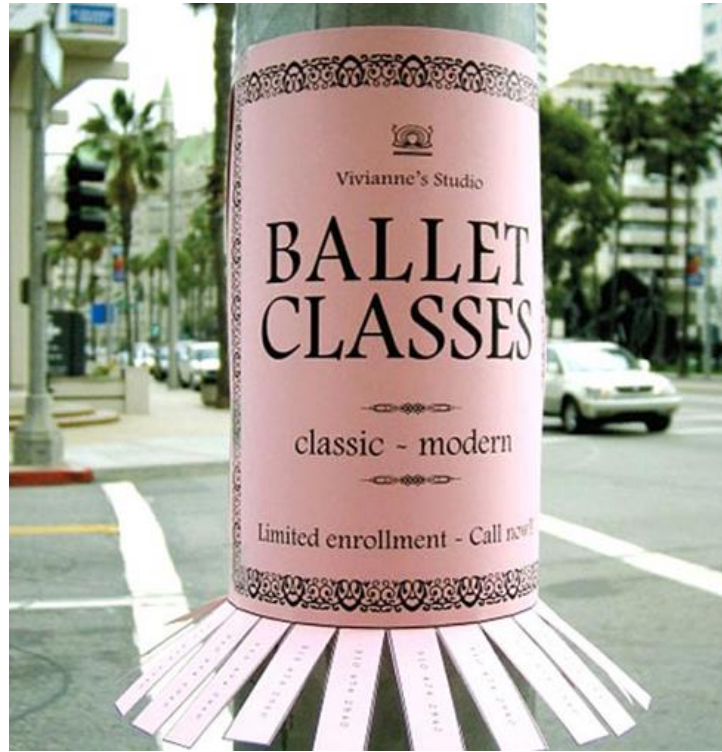


GUERRILLA MARKETING

Oreo















PRODUCT PLACEMENT

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
- Duane Reade
Manhattan Mini Storage (boxes and boxes in nearly every scene shot in Carrie's apartment)
Bag Borrow or Steal (referenced, explained, and punned on repeatedly)
Netflix
U-Haul
- **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 Mailibu 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)
VitaminWater (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)
- Pret a Manger (bagged lunch in the park for two)
Cup of Noodles (New Year's Eve feast)
- **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)

Music and Branded Advertisement

- <https://trendjackers.com/14-examples-of-product-placement-in-music-videos/>

BRANDED ENTERTAINMENT

Brand woven into
the storyline

Use increased
sharply with
reality shows

Also found in
novels, plays,
songs, and
movies

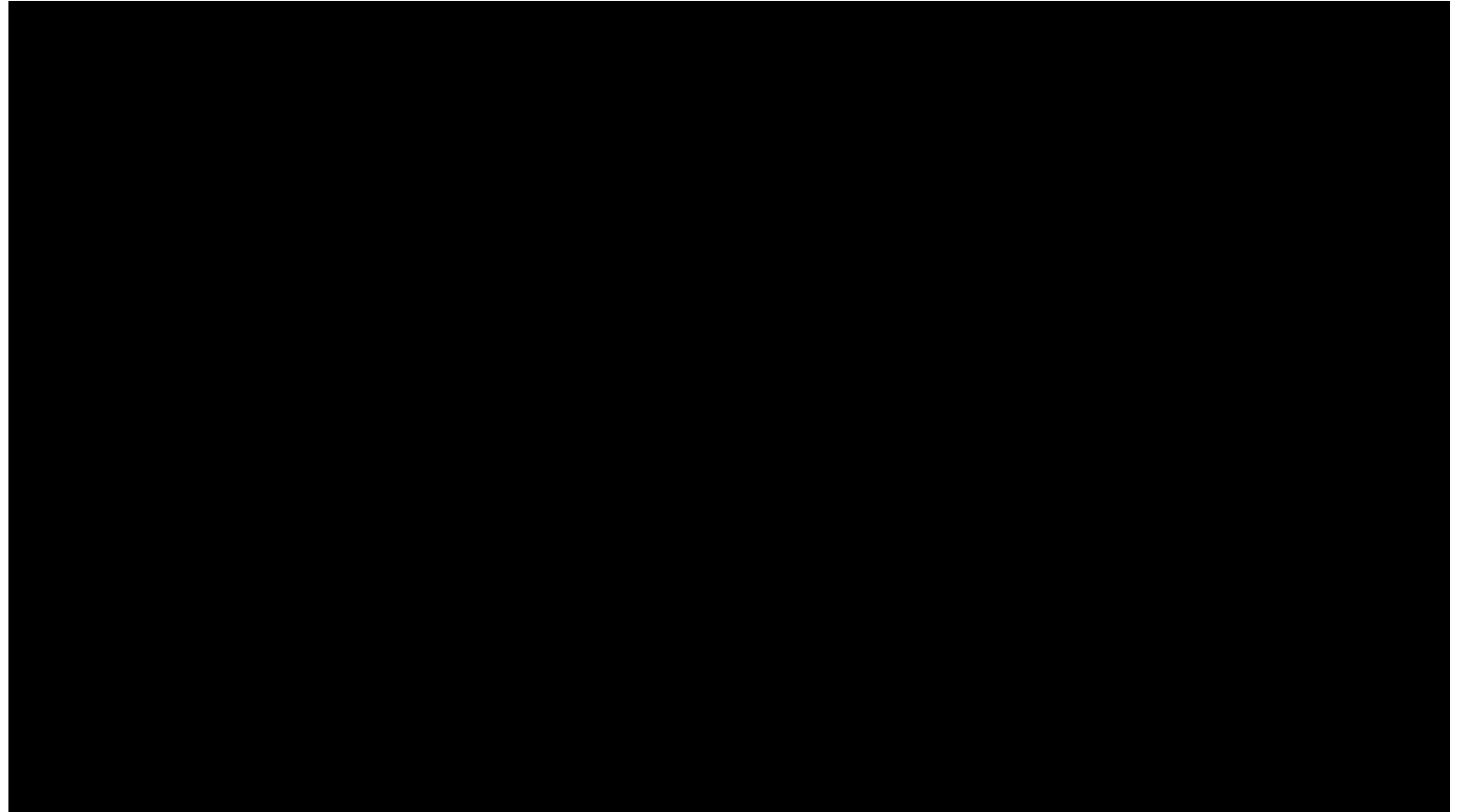


Branded Entertainment





Nissan and the Voice



VIDEO-GAME ADVERTISING

- 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

Combination Approaches

- 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.



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You have 0.00 [Gifts to Grow](#) points.

Search Pampers

Pregnancy

New Baby

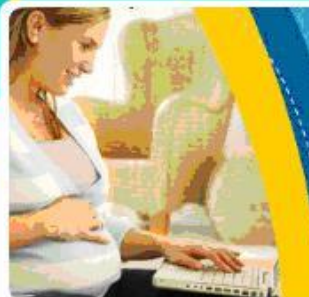
Baby

Toddler

Preschooler

Me

My Family & World



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[Customize your Pregnancy Widget](#)



1 2 3 ▶

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Actress Julianna Margulies recently partnered with the LEGO DUPLO team to host a Read and Build event at Barnes and Noble in New York City! To learn more about incorporating playtime into story time visit www.ReadBuildPlay...

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