

Anthony Dagorn

Student number: 10168743

Module Code: B7MK037

Lecturer: Jacklyn TullyModule

Title: Business Marketing Project

Bachelor in International Marketing
Dublin Business School

Word count: 6 103 words

[GUERRILLA MARKETING]

**- TO INVESTIGATE THE
EFFECTIVENESS OF THE
GUERRILLA MARKETING IN THE
URBAN ENVIRONMENT FOR THE
GENERATION X RELATIVE OF THE
GENERATION Y -**

Table of content

Declaration..... 6

Acknowledgments..... 7

Abstract 8

- 1 - Guerrilla Marketing 8
- 2 - Literature Review 8
- 3 - Methodology 9
- 4 - Data Analysis 9
- 5 - Conclusion & Recommendations 10

Introduction 11

- 1 - Research Question 11
- 2 - Research Hypothesis 11
- 3 - Research Objectives 11
- 4 - Organisation of the research 12
- 5 - Limitation 12

Chapter 1: Literature Review 13

1.1 Introduction 14

1.2 What is Guerrilla Marketing 14

1.3 Guerrilla marketing tools 15

- 1.3.1 Street marketing, Urban Art and Graffiti 15
- 1.3.2 Offline Gamification 15
- 1.3.3 Everything can become a billboard 15

1.3.4 Viral Marketing.....	16
1.4 Emotional responses to Guerrilla	16
1.4.1 Humorous	16
1.4.2 Happiness.....	17
1.4.3 Surprise.....	17
1.4.4 Shock	17
1.4.5 Hurt / Upset	18
1.5 Guerrilla marketing & Awareness levels	18
1.5.1 Success to improve brand awareness.....	18
1.5.2 Fail to improve brand awareness	19
1.6 Guerrilla marketing – to buy or not to buy	19
1.7 Conclusion.....	211

Chapter 2: Methodology..... 22

2.1 Introduction	23
2.1.1 Research Question	23
2.1.2 Research Hypothesis.....	23
2.1.3 Research Objectives	23
2.2 Research Design Strategy	24
2.2.1 Exploratory Research	24
2.2.2 Descriptive Research	25
2.3 Primary and secondary researches.....	26
2.4 Quantitative and Qualitative researches	27
2.5 Research tools selected.....	27
2.6 Fieldwork.....	28
2.7 Non-Probability Sampling Method:	29

Chapter 3: Data Analysis..... 31

3.1 Introduction 32
3.2 First research objective: The emotional response in presence of guerrilla marketing campaign 32
 3.2.1 What is the most efficient emotion for the gen Y and X? 33
 3.2.2 What is the most efficient emotion for the gen Y and X? 34
3.3 Second research objective: Guerrilla marketing and brand awareness. 35
3.3 Third research objective: Guerrilla marketing and the purchase intention. 38

Chapter 4: Conclusion & Recommendations..... 40

4.1 Conclusions on Objective 1..... 41
4.2 Conclusions on Objective 2..... 41
4.3 Conclusions on Objective 3..... 42
4.5 Recommendations 42

Reference..... 44

Appendix1: Pre-Test Feedback..... 49
Appendix 2: Data Preparation for focus and focus group presentation 50
Appendix3: Questionnaires for Generation Y with coding and results 55
Appendix4: Questionnaires for Generation X with coding and results 61
Appendix 5: Street marketing - Floor stencils & Tarmac ‘advertising..... 67
Appendix 6: Street marketing - 3D Art..... 68
Appendix 7: Street marketing - Graffiti 69
Appendix 8: Offline gamification - Coca-Cola 70
Appendix 9: Guerrilla marketing and ambient marketing campaign 71
Appendix 10: Shock Guerrilla Campaigns 72
Appendix 11: Vodafone 73
Appendix 12: DHL is Faster..... 74
Appendix 13: Coca Cola and Happiness Guerrilla Marketing Campaigns 75

Appendix 14: The Aqua Teen Hunger Force Lite Brite Bomb Scare	76
Appendix 15: The Coca Cola Friendship Machine	77
Appendix 16: Budweiser - Buddy Cup	78
Appendix 17: Methodology techniques and tools rejected	79
Appendix 18: Reflective learning diary	80

Liste of tables and figures

Table1: Research objective.....23

Table 2: Advantages of exploratory and descriptive research.....25

Table 3: Definition of secondary and primary research.....26

Table 4: Advantages & disadvantages of primary researches.....26

Table 5: Advantages & disadvantages of secondary researches.....26

Table 5: Definition of qualitative and quantitative research.....27

Table 6: Definition of research tools selected.....27

Table 7: Focus group fieldwork.....28

Table 8: Questionnaires fieldwork.....29

Table 9: Definition of the four types of non-probability sampling.....30

Figure 1: Different type of exploratory research.....24

Figure 2: Different type of descriptive research..25

Figure 3: Guerrilla marketing has more impact than Traditional Advertising in relation to the emotional response.....32

Figure 4: What is the most efficient emotion for gen Y?33

Figure 5: Attractiveness of the Toothpaste Campaign.....34

Figure 6: guerrilla marketing has more impact than traditional advertising in relation to the brand awareness.....35

Figure 7: What would be your first reaction, in presence of guerrilla marketing advertising?37

Figure 8: Guerrilla marketing has more impact than traditional advertising in relation to the purchase intention.....38

Declaration

I ANTHONY DAGORN, declare that this study is my own. I have personally carried out all the work.

It is being submitted for the diploma of Bachelor of Business in International Marketing at Dublin Business School, Dublin.

Anthony Dagorn

Date: 6th April 2015



Acknowledgments

I would like to begin by thanking my landlord, Francis Shaughnessy and my roommate Florian Tué for their continuous support throughout this challenging time.

I would like to express my gratitude to my lecturer and supervisor Jacklyn Tully. She has been available for all my questions and she offered me constant support during my research project.

To my participants of my focus group, Francis Shaughnessy, Florian Tué, Max Benard, Lauriana Tarde, Laurens Deconinck, Paul and Anne-Marie O’Kelffe and the others. I would like to thank them for taking time out to follow my presentation and to give me important information. Without this focus group my study would be incomplete.

To the respondents of the questionnaires and Siobhan Magner, I would like to thank them for taking time out to answer at my questions. With these data, I have could have a deeper understanding of my topic.

Abstract

This research project will examine the effectiveness of the guerrilla marketing in the current society. This study will focus on the behaviour of the generation X and generation Y in relation with traditional media and guerrilla marketing. The study is focus on Dublin people between 18 and 55 years old. This project is specifically focused at areas concerning emotional response of the customer, brand awareness and purchasing intention in relation with guerrilla marketing.

1 - Guerrilla Marketing

Guerrilla marketing is an alternative type of advertising which focuses on low-cost marketing tactics and which give unconventional results. The key of guerrilla marketing is surprising the consumer by a high level of creativity. (Dahlen 2009)

2 - Literature Review

The rational factors are the price, quality, lifetime of the product, extra services available etc. which influence the consumer decision. However, the consumer motivation not depends only of the rational factor. Touch the customer's emotions enables the brand to have an advantage on their competitors. Then the emotions can also directly affect the purchasing attitudes (Ay, Aytekin & Nardali 2010). In this part, five emotions will be described and their effect on the customer will be explained. The five emotions are the following: humorous, happiness, surprise, shock and hurt/upset.

The goal of advertising is to improve brand awareness and image of a particular company by a repeated message. Usually advertising are characterised by wide audiences and high overall costs. It's true than the TV advertising still the pillar of advertising. However it is important to mention that its popularity has faded during the last years, mostly due at the loss of young audience (Belch & Belch, 2009).In this way alternative marketing like guerrilla marketing appear like a new way to improve the awareness level of the company by a new kind of advertising. Increase the brand awareness for increase the sales: this is the goal of advertising.

Purchase intention is an essential indicator for the company. The factors which influence the buying intention are for example the pair price/quality, consumer feelings about the product

or brand, the level of awareness of the customer about the brand, the level of the consumer's satisfaction. (Tuu & Olsen, 2012).

3 - Methodology

There are three forms of research design strategy – exploratory, descriptive and causal. For this study, a mixed methodology approach will be used.

Focus group is an excellent way of uncovering information. People can discuss and debate about different topic or issue in relation with guerrilla marketing (Domegan & Fleming, 2007). One focus group will be conducted with 10 Dublin people. Half from generation X and the second half from generation Y.

Then 60 questionnaires will be conducted online and offline. Offline, with a class of Irish student during a course. These students are from the generation Y. And online, with people are from generation X (Domegan & Fleming, 2007). In this part, the researcher will explain the different methods and why the focus group and the questionnaires were the best. There are four stages in this process – editing, coding, tabulation and summarisation.

4 - Data Analysis

“Emotional aspect is more import than rational aspect in advertisement” (Francis Shaughnessy). 86% of the respondents are agreed than Guerrilla marketing catches harder the customer attention and these emotions.

Both generations are almost agreed than a guerrilla marketing campaign has more impact than traditional media to increase brand awareness (83% of gen Y and 73% of gen X). “If the guerrilla marketing campaign is smart, clever, unusual and create a huge surprise, I want know more about this brand. So, if the guerrilla marketing gathers these elements, yes this type of advertisement increase the brand awareness” (Paul). So 78% of the total respondents are agreed than Guerrilla marketing increase faster and deeper brand awareness. “If one of my friends sends me an advertisement, I will watch it. But if one brand sends me an advertisement online, I delete the message.” (Florian Tué). This is viral marketing / Viral Buzz (Wilson, 2012).

“Guerrilla marketing is a good media to attract attention. But this type of advertisement doesn't give information about the price, the quality, the kind of product.... There is a lack of

information. I can't buy a product if I can't trust it" (Paul, gen X). 67% of the gen Y are agreed or strongly agreed that Guerrilla marketing has more impact than Traditional Advertising to increase the purchase intention. While, 57% of the gen X think that traditional advertising has more impact than guerrilla marketing to increase the purchase intention.

5 - Conclusion & Recommendations

The purpose of this research project is to explore the effectiveness of guerrilla marketing on the generation X and Y, who lives in Dublin. The emotions are essential things in advertising and in particular in guerrilla campaign. Both generations are agreed with that. The generation Y is more affected by shock and happiness emotions. While Generation X is more affected by shock and surprise emotions. The both generations considered guerrilla marketing as a better way to increase brand awareness. And again more if a guerrilla campaign becomes a viral marketing campaign. Guerrilla marketing increases the impulse purchase and not the purchase intention. However, the campaign creates an impulse purchase only if the viewer's know already the brand or if there is a challenge and the possibility to buy directly the product. This is confirmed by both the focus group and the questionnaires. Three recommendations were made following the completion of the data analysis. The main emotion of the guerrilla campaign should be shocked or happiness, with a high degree of surprise. The guerrilla campaign should encourage the viewer to share this advertisement offline (WOM) and online (social network). The guerrilla campaign should be very unusual and creative. The best thing is to include a game with a guerrilla marketing campaign.

Introduction

Levinson invents the term “Guerrilla Marketing” in 1984. This marketing strategy focuses on low-cost and unconventional tactics. This unusual marketing strategy is characterized by a high level of imagination. The goal of this advertising is to take the customers by surprise. Guerrilla marketing is different in relation to traditional media, because the advertisement message is more personal and its impact is harder in the consumer's memory.

1 - Research Question

- To investigate the effectiveness of the guerrilla marketing in the urban environment for the generation X relative of the generation Y.

2 - Research Hypothesis

The effectiveness of a guerrilla marketing campaign depend upon the coherence of the choice of the emotion includes in the advertisement in relation to the generation targeted. Then if the emotion chosen was the best in relation to the generation X or Y, the brand awareness will increase and the purchasing intention too.

3 - Research Objectives

- To examine the **emotional response** of each generation member in front of guerrilla marketing in urban environment and compare.
- To examine if guerrilla marketing is a good way to increase **brand awareness** beside generation X and Y.
- To determine if guerrilla marketing in urban environment increase **purchase intention** on generation X and Y.

4 - Organisation of the research

The first chapter of this project is the literature review. This section will examine previous studies about guerrilla marketing. This study will focus on three particular areas: emotional responses to guerrilla, guerrilla marketing & awareness levels and guerrilla marketing – to buy or not to buy.

The next section is the methodology part. This section will explain the primary research. The project will use a mixed methodology approach with an exploratory and a descriptive research. About the tools, the researcher will use a focus group and questionnaires. After the methodology, the data collected will be analysed in the data analysis part. These findings will be explained in function of the three research objectives. In this part, some graphs will be shown to facilitate the explanation. At the end the researcher will explain in detail the conclusion of the study and the recommendations to get the most effective guerrilla campaign.

5 - Limitation

The main limitations of this project were the time and the money. With more time and more money, this project would have could extend at all Ireland. Indeed, the sample size was of 10 participants for the focus group and 60 respondents for questionnaires. This is not really enough to obtain strong conclusions. Another limitation was a lack of secondary source relating to effectiveness of guerrilla marketing in relation with the generation X and Y and the research objectives.

Chapter 1: Literature Review

1.1 Introduction

Firstly, guerrilla marketing campaign create an emotional response on the viewers. These emotions can be different for each viewer. The goal of guerrilla marketing is to surprise the consumer. Then, different factors can change the emotional responses, for example the customer's age. For the generation X, the most efficient feeling is "Happiness" associated at the family and friends (Lesonsky, 2014). However for the generation Y, the most efficient emotion is "Humour" associated at the amusement and leisure time (Belić & Jönsson, 2012). However, an unusual marketing can create unusual emotional responses with potentially negatives effects (Belić & Jönsson, 2012).

Secondly, one of the goals of guerrilla marketing is to increase the brand awareness. The creativity and be daring are more efficient than spending a huge budget in traditional media to increase the brand awareness (Wensen, 2008). Currently, from global players to start-up companies, all size of companies use guerrilla advertising to create brand awareness (Levinson, 2008).

In the last part, the study focuses on the purchase intention. According to Bobette (2003), a guerrilla marketing campaign increases the impulse purchase. Indeed, if the customer after to have seen the guerrilla campaign has the possibility to buy quickly the product, he or she does it. However, the value of the product is the main factor which determined the purchasing intention. Guerrilla marketing can be inefficient for some products (Solomon, 2014).

1.2 What is Guerrilla Marketing

Guerrilla marketing is an alternative type of advertising which focuses on low-cost marketing tactics and which give unconventional results. The key of guerrilla marketing is surprising the consumer by a high level of creativity (Dahlen 2009). The term guerrilla marketing has been inspired by guerrilla warfare which is a kind of unconventional warfare and corresponds to the clever tactical strategies. The key of guerrilla marketing is to take people by surprise, make an indelible impression and create a huge impact in the WOM¹ (Silverman, 2011). A

¹ Oral or written recommendation by a satisfied customer to the prospective customers of a good or service. Considered to be the most effective form of promotion. (Silverman, 2011)

guerrilla marketing campaign aims to touch the consumer at a more personal and emotional level than traditional media (Hutter & Hoffmann, 2011). Guerrilla marketing corresponds at unusual strategies such as street marketing, ambush marketing, graffiti, game or any unconventional marketing intended to get huge results with low financial resources (Yuen & Dacko 2011). Difference between guerrilla marketing and ambient marketing campaign, see appendix 9.

1.3 Guerrilla marketing tools

1.3.1 Street marketing, Urban Art and Graffiti

The activities of street marketing are done exclusively on the streets or public places. The street marketing involves multiple techniques, like urban art and Graffiti. The goal is to establish direct contact with the customers. The Street marketing campaigns are implanted in the most frequented place (Sisson, 2012).

Then, the street marketing campaign can have different faces. For instance:

- Use floor stencils on vacant urban spaces or directly on the tarmac (Appendix 5).
- Use 3d artist to do something mind-boggling (Appendix 6).
- Use graffiti or a temporary graffiti (Appendix 7).

1.3.2 Offline Gamification

The companies create some attractive games, like some challenges, treasure hunt: find the hidden prize in the packaging, get the golden ticket, find and spot a product on the street... and so on. To go further, the key is to blend this offline activity with online tools in this blog (Appendix 8)

1.3.3 Everything can become a billboard

The traditional advertising campaigns use only the classic billboard, like on a road or on a bus stop. However, these billboards no anymore affect the people. To attract the customer's attention, the billboard should be placed where nobody thinks find advertisement. More the

billboard will be attractive more the people will be interesting by this advertising (Ay, Aytakin & Nardali 2010).

1.3.4 Viral Marketing

Nowadays, the place of internet, laptop, smartphone, tablet or other high-tech tools become more and more important in the daily life. Moreover, people are connected together by different social network like Facebook, Twitter, blogs or YouTube. The idea of viral marketing is to encourage people to spread a guerrilla marketing advertising for a brand. Viral marketing is something which encourages the communication between two persons about a brand or an advertisement. The idea is to create a "Viral Buzz" (Wilson, 2012). A viral buzz can be a movie, an online game, a hashtag, a picture... or anything else which appears attractive. After that, the customer behaviour will be the same, share this information. Quickly, everybody on the web will speak about this advertising and the viral buzz will be created.

1.4 Emotional responses to Guerrilla

The emotions of the customer toward a brand are very important. The emotional response will determine if the advertising campaign is a success or a fail. The emotions can also directly affect the brand awareness and the purchasing attitudes (Ay, Aytakin & Nardali 2010). In this part, five emotions will be described and their effects on the customer will be explained. The five emotions are the following: humorous, happiness, surprise, shock and hurt/upset.

1.4.1 Humorous

The factor which the most affects customer attitude is humour. Humour has a positive effect on the brand awareness. This emotion is one of the best ways to catch the consumer attention. Because with a humorous advertising, appears often a WOM effect, which is important in a guerrilla campaign. (Belić & Jönsson, 2012). Humorous aspect in guerrilla campaign helps to erase the borders between the customer and brand. In addition, the Generation Y is the most sensitive generation at this emotion (Sanderson, 2010).

1.4.2 Happiness

The consumer happiness is the key (Seiter, 2014). The added value of a guerrilla marketing campaign focused on the happiness is to associate the words "joy" and "pleasure" with the brand (Cherrier & Lego Munoz, 2007). According to Seiter (2014), the happiness feeling is an emotion which touches the gen X and Y with the same impact. Both generations want spend happiness moment with their family (more gen X) and with their friend (more gen y) (Mufti, Khan & Zaheer, 2011). For instance, the brand "Coca-Cola" (which have as target generation X and Y) did many Guerrilla advertising campaign focus on the happiness, like "Park: Roll Out Happiness", "Friendship Machine" and "Small World Machines - Bringing India & Pakistan Together" (Appendix 13 & 15).

1.4.3 Surprise

The main principle of the guerrilla marketing is to surprise people with unexpected advertising. According to the schema congruity theory Yoon (2012), the difference between a message (e.g., an unusual advertisement) and a situation (e.g., a time and a place where nobody expect to find advertising messages) evoke surprise. More the message will be unusual more the surprising feeling will be strong. A surprised person stops immediately its activity and focuses on the surprising event; this is the "activation theory" of Hutter & Hoffman (2011). In this case, both generations react similarly. However, something can appears surprising for one generation and totally common for the other. For instance, graffiti appears more banal for gen Y than for the generation X (Appendix 7).

1.4.4 Shock

Shock advertising appears like a way to affect emotionally and shake the general thinking (Westcott 2012). According to Sabri (2012), with shock advertising, the marketers can apply the theory of the ambivalent emotional dimensions. In this theory, the author explain that the viewer experiences consecutive or simultaneous some positive and negative emotions. In this way, a positive ambivalence crop up when positive emotional response is stronger, and conversely (Sandikci 2011). In fact, all reactions of consumers are possible: ambivalent reactions with prevailing positive or negative emotional response (Javed & Zeb, 2011). The

shock emotional response is a higher degree than the surprise emotional response. If the consumer feels shock with a guerrilla marketing, that means that the advertising is subtle (Tylee, 2012). For the Gen X and Y, this emotion is less attractive than happiness and humour, but for a particular brand, it can be more efficient. (Appendix 10)

1.4.5 Hurt / Upset

In its nature own, a guerrilla marketing campaign draws a lot of attention, and to affect the emotions of the consumers (Belić & Jönsson, 2012). The negative effects like people's upset or fear can lead to unwanted reactions from consumers. Guerrilla marketing campaign can create violent emotions towards the brand (Ay & Al 2010). (Appendix 11).

1.5 Guerrilla marketing & Awareness levels

The goal of advertising is to improve brand awareness by a repeated message. Usually advertising are characterised by wide audiences and high overall costs. It's true than the TV advertising still the pillar of advertising. However it is important to mention that its popularity has faded during the last years, mostly due at the loss of young audience (Belch & Belch, 2009). In this way alternative marketing like guerrilla marketing appear like a new way to improve the awareness level of the company by a new kind of advertising

1.5.1 Success to improve brand awareness

To measure brand awareness, the qualitative aspect (brand image) is more important than quantitative aspect (quantity of products sold). To win the battle for the consumers' attention, the company should be more creative than its competitor. The creativity and be daring are more efficient than spending almost the totality of the communication budget in TV commercials for instance (Wensen, 2008). For instance, the company "DHL" which has for competitors "UPS" or "TNT" has used a guerrilla advertising against those competitors. This company has given at the other logistics companies a huge package where the customer could read "DHL is faster" (Appendix 12). Moreover, the brand should create a true relationship between its customers and its company. For the brand non-existent in the customer's mind, a guerrilla marketing campaign is the solution. To change this situation, the company should be sure that that it stands out in comparison for these competitors (Baird, 2007). For example, The Irish Pub "The Bernard Shaw" in Dublin, has decided to paint the entire outside wall with

artistic and attractive symbols. With that, this Pub has reached the recognition of the people (Appendix 7). From Global players to start-up companies, all size of companies use Guerrilla advertising campaigns to increase their brand awareness (Levinson, 2008). Lot of young companies have started with guerrilla marketing and they have established their businesses in the market without too much fees. According to the guerrilla marketing definition, its goal is to surprise the customer and in this way, to generate a buzz or viral marketing (Wilson, 2012). When someone is surprised, it wants tell it at its friends and share the advertisement. So a marketing buzz creates word of mouth effect (WOM) and WOM is the best way to increase brand awareness (Silverman, 2011). For the generation X, the WOM is more offline and for the generation Y, the WOM is online and offline. According to Stevens (2011), 9/10 WOM conversations happen offline and 66% of brand conversations are “mostly positive”. However, a guerrilla campaign can be a risk for the company.

1.5.2 Fail to improve brand awareness

If customers associate a particular brand or product with something negative, it will be impossible for this company to sell any products. The company should create a positive association between its brand/product and its advertisings. Nowadays, with the new communication technologies, it is easy to destabilize a brand with just one bad review or a social media comment. For instance, in August 2002, Vodafone hired two men to streak during an International Rugby match. These men had the Vodafone logo painted on their backs. Of course, the crowd was very shocked and upset about by this advertising. So this guerrilla campaign has created a negative association. (Lum, 2009) (Appendix 11).

1.6 Guerrilla marketing – to buy or not to buy

Purchase intention is an essential indicator for the company. The factors which influence the buying intention are for example the pair price/quality, consumer feelings about the product or brand, the level of brand awareness or the level of the consumer’s satisfaction (Tuu & Olsen, 2012). To explain the effect of guerrilla marketing on the purchasing behaviour, we will focus on the Coca-Cola advertising. The advertising campaign called “The Coca Cola Friendship Machine” is a happiness guerrilla marketing campaign to promote the friendship relation (Appendix 15). The result of this campaign is: “800 cokes bought in 9 hours that is 1075% more cokes than with a regular vending machine.” This example, show the

effectiveness of Guerrilla Marketing. According to Bobette (2003), a guerrilla marketing campaign increases the impulse purchase. Indeed, if the customer after to have seen the guerrilla campaign has the possibility to buy quickly the product, it does it. The impulse purchase work only for a product or a service with low price, as a coke (Solomon, 2014). For the product with high price, for instance a car, the result on the purchasing behaviour is different. It Is impossible than a guerrilla campaign create an impulse purchase for a product as a car, but this advertising can focus the viewer attention on a particular discount or offer. For instance, the car brand Mini cooper did different kind of guerrilla marketing campaign and in particular one in 2009. The brand has put in the Amsterdam city centre, some car packing boxes. On the side of the box, the viewer could see a special deal: 99€ per months. This campaign has been launched at the end of Christmas. The result; for the months of February and March, the brand Mini Copper has sold more car in Netherland than other country in Europe (ratio number of consumer in Netherland in comparison with the others European countries) (Mini Cooper BMW website).

Therefore, the purchasing behaviour of the customer evolves and changes depending on the product and its value. A guerrilla campaign increases the purchasing intention of the customer. For a low price product the time between the advertisement and the purchase is relatively short in comparison than a product with a high price (Meyer-Waarden 2008). The question is if a guerrilla marketing campaign is it a good way to create the loyalty feeling.

Usually, to keep the loyalty of the customer, the brand creates different loyalty cards, specials coupons or specific loyal customer discount (Vesel & Zabkar, 2009). However, a guerrilla campaign is a good way also to improve the sale of a brand on the long term. To do that the brand should keep a contact online or offline with their customer. For instance, the brand Budweiser has created the “Buddy Cup” (Cruz, 2013). This glass owns a QR code and an electronic chip. The customer with its smartphone scans the code and connects the chip to its Facebook profile. Then, when two customers toast they become friend on Facebook. (Appendix 16).

1.7 Conclusion

Guerrilla marketing can be sum up by an unconventional strategy intended to get huge results (Yuen & Dacko 2011). The nature of guerrilla marketing is to surprise with an unexpected advertising. The surprise is a result of the discrepancy between customer's perceptions and expectations (Hutter & Hoffman, 2011). Surprise is good but shock can be better. Meanwhile shock advertising appears like a way to affect emotionally and shake the general thinking (Westcott 2012). Then, humour and happiness have a positive effect on the brand awareness because these emotions release an enjoyable feeling. The generation X will be more affected by "Happiness" associated at the family topic. (Lesonsky 2014) And the generation Y, will be more responsive by "Humour"(Belić & Jönsson, 2012).

The creativity and be daring are more efficient than traditional media (Wensen, 2008). Guerrilla marketing can increase the brand awareness, if the campaign is unusual and surprising.

Guerrilla marketing increases the impulse purchase but only for low cost products (Bobette 2003). Close to the guerrilla marketing advertising, the brand should put a sale point to take advantage of the impulse purchase (Solomon, 2014). However, for the product with a high price the brand should be clever and smart to increase the purchase intention on the long term.

Chapter 2: Methodology

2.1 Introduction

The methodology includes the research design strategy, the primary, the quantitative and qualitative researches and the research tools used. Then this part develops the fieldwork. Moreover, the profile of respondents, the sampling method and sampling type will be explained in this chapter. First of all, it's necessary to elaborate on the research question, hypothesis and objectives.

2.1.1 Research Question

- To investigate the effectiveness of the guerrilla marketing in the urban environment for the generation X relative of the generation Y.

2.1.2 Research Hypothesis

The effectiveness of a guerrilla marketing campaign depend upon the coherence of the choice of the emotion includes in the advertising in relation to the generation targeted. Then if the emotion chosen was the best in relation to the generation X or Y, the brand awareness will increase with the same growth than the purchasing intention.

2.1.3 Research Objectives

Table1: Research objective

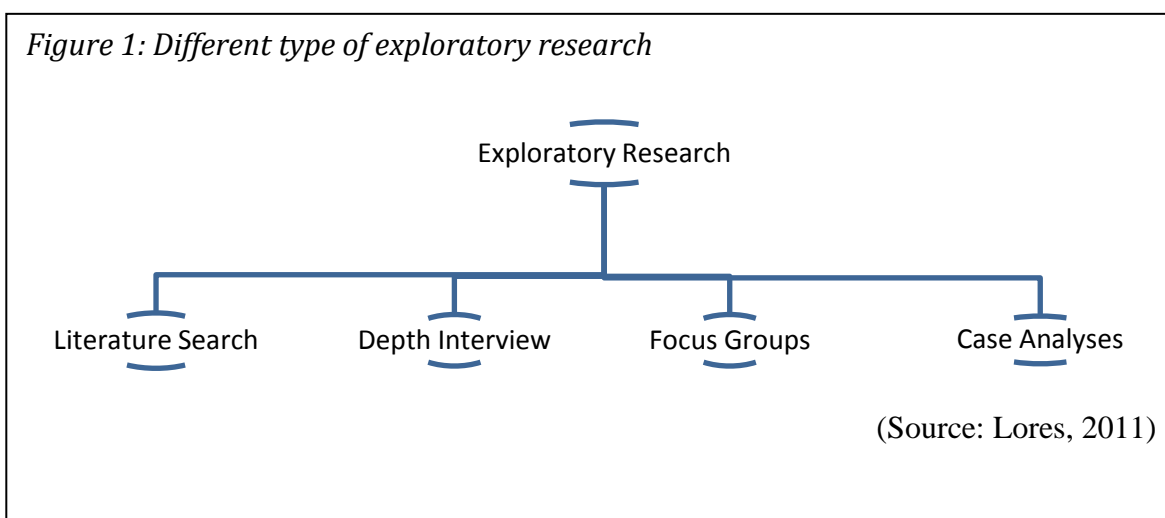
First objective	Second objective	Third objective
To examine the emotional response of each generation member in front of guerrilla marketing in urban environment and compare.	To examine if guerrilla marketing is a good way to increase brand awareness beside generation X and Y.	To determine if guerrilla marketing in urban environment increase purchase intention on generation X and Y.

2.2 Research Design Strategy

A research design is the scheme of research. According to Domegan and Fleming (2007, p66) a research design is “an overall plan for the remaining steps of the research project and can only be chosen after all the objectives of the project have been decided on”. The RDS appears like a guide to collect and analyse data (Lores, 2011). There are three types of research design; firstly exploratory, secondly descriptive, and finally causal (Domegan and Fleming 2007). The main aim of exploratory research is to improve the knowledge about the ideas and different insights in relation with the topic. Then the descriptive Research ascertains the frequency with which something appears. For the causal Research, the goal is to determine cause-and-effect relationships (Saunders & Al, 2009). Furthermore, the exploratory research design is a qualitative research whereas the descriptive and causal researches are quantitative researches designs (Ihantola & Kihn, 2011). For the guerrilla marketing topic, the researcher chooses a Multiple Methodology Approach with the exploratory and descriptive approach. The exploratory research has been chose, for understand at a deeper level the topic and the point of view of the respondents. Then, descriptive research has been chose also, for collect enough data to explain the current situation and the customer behaviour in relation with guerrilla marketing.

2.2.1 Exploratory Research

Exploratory research (Lores 2011) is a good way to acquire some information on the "why", "how" and "when". In this way, exploratory research enables to understand the thinking of the respondents. The results of the exploratory research will give the information to develop the questions of the descriptive research.



2.2.2 Descriptive Research

Descriptive research is one of the best methods to illustrate a situation (Bickman and Rog 1998). With many questionnaires, is easy to acquire data and create some graphs to describe the study. With this research, the questions such as “what is” or “what was” can be answered.

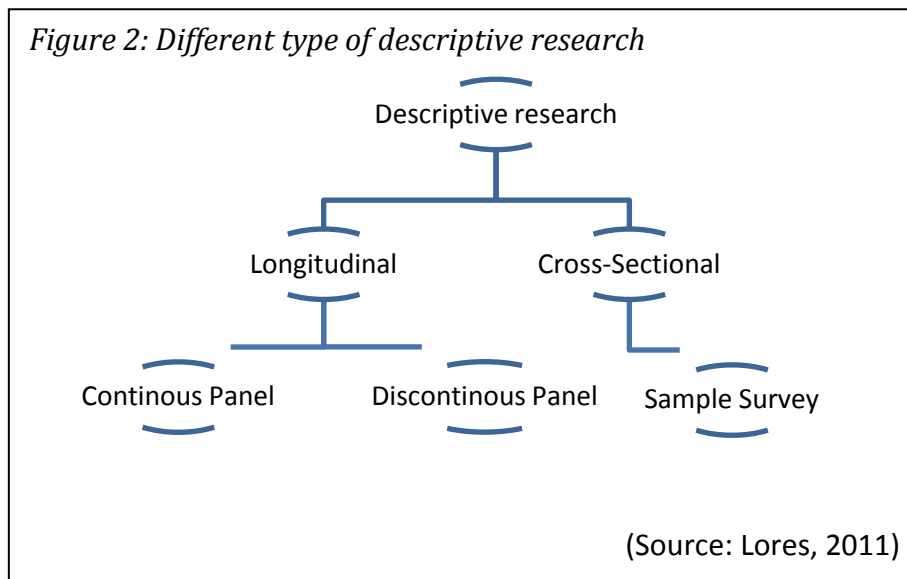


Table 2: Advantages of exploratory and descriptive research

Advantages of an exploratory research	Advantages of an Descriptive research
<ul style="list-style-type: none"> ▪ Increased understanding ▪ Improve researcher’s knowledge ▪ Concept testing ▪ Clarify and define the nature of a problem 	<ul style="list-style-type: none"> ▪ Data collection ▪ Quantify some aspects of the market ▪ Highly structured, formal, & mathematically

(Source: Domegan and Fleming 2007).

For casual research see appendix 17.

2.3 Primary and secondary researches

Table 3: Definition of secondary and primary research

Secondary Data	Primary Data
<p>Secondary data, according to Domegan and Fleming (2007), is “data collected by another person for reasons other than the problem in hand”. Secondary researches correspond to the theories in the literature review in focus on the impact of the guerrilla marketing on the level awareness, the emotional responses and the purchasing intention. With these data, the researcher can elaborate a hypothesis.</p>	<p>Primary data on the other hand, is data collected first-hand by the investigator for a specific problem (Domegan and Fleming, 2007). Primary researches should test the hypothesis and describe qualitatively and quantitatively the current situation of the impact of guerrilla advertising campaign on the gen X and Y</p>

Table 4: Advantages & disadvantages of primary researches

Primary researches	
Advantages	Disadvantages
<ul style="list-style-type: none"> ▪ Up-to-date data ▪ Information collected only in relation with the topic 	<ul style="list-style-type: none"> ▪ Time of research : long ▪ Not readily to reach ▪ Possibility of a higher cost

(Source: Domegan and Fleming 2007).
Fleming 2007).

Table 5: Advantages & disadvantages of secondary researches

Secondary researches	
Advantages	Disadvantages
<ul style="list-style-type: none"> ▪ Faster to reach ▪ Almost free ▪ Huge number of theories 	<ul style="list-style-type: none"> ▪ No up-to-date data ▪ No control of the quality of the data ▪ Possibility of data with no relation with the topic

(Source: Domegan and

2.4 Quantitative and Qualitative researches

Table 5: Definition of qualitative and quantitative research

Qualitative Research	Quantitative Research
<p>“Qualitative Research can be defined as the collection of data which is open to interpretation, for instance on attitudes & opinions, and which might not be validated statistically” (Domegan & Fleming 2007)</p> <p>Qualitative Research is a tool to collect of data. This research interprets the attitudes and opinions of the respondents. Usually the qualitative research generates words and explanations, rather than numbers (Domegan & Fleming, 2007). The tools of the qualitative research are: Focus group, Ethnography, In-depth Interview and Projective technique.</p>	<p>Domegan and Fleming (2003) defined quantitative research as the collection of data which is open to interpretation, for instance on attitudes and opinions, and which might not be validated statistically. The quantitative research is the way to quantify data and generalize results from a sample to the population of interest. Moreover, the researchers use it to measure the various views and behaviours of respondents. Usually, this type research appears after a qualitative research. The tools of the quantitative research are: Surveys, Panel and Questionnaire.</p>

(Domegan & Fleming 2007 & 2003)

2.5 Research tools selected

Table 6: Definition of research tools selected

Focus group	Projective Technique	Questionnaires
<p>A discussion conducted with eight to twelve individuals simultaneously. According to the study, the respondents reflect the target audience. The interview relies on open questions to generate data and encourage the group at to debate together</p>	<p>This tool is an unstructured and indirect kind of questioning. These questions encourage the customers to express their beliefs, thoughts or attitudes about a particular topic. Purpose is to delve the respondents in an unusual setting or more attractive to collect feelings in relation with the topic.</p>	<p>This tool is an investigation involving a sample of respondent selected from the topic's target. The questionnaires are carrying out only one time and in a particular and demarcated place. Like the survey, the purpose of the questionnaires is to generate statistics for then create some averages and percentages representative of the topic.</p>

(Domegan & Fleming 2007 & 2003)

For this study, the tools selected are: Focus group for the qualitative research and the questionnaire for the quantitative research. The topic isn't a sensible topic. So focus group is the more efficient tool to collect data, to discuss and debate with large number of respondents. About the questionnaires, this study is led in a particular time (March 2015). In this way, the tool used should be a temporal tool. The purpose of the quantitative research is to get some data to create statistics which to reflect the behaviour of the gen X and Y. Therefore, the interviewer will investigate his sampling with a focus group of 10 respondents (1:50h) and then will do the 60 questionnaires online and offline.

For the research tools rejected, see appendix 17.

2.6 Fieldwork

The first step of the primary research is the focus group. This focus group has been organized the Thursday 19th march, at my home.

Table 7: Focus group fieldwork

Instrumentation	Gen	Number of Respondents & Gender	Age of the respondents
Group Focus	Gen Y	3 men / 3 women	1 men and 1 women of 28-32 years old
			1 men and 1 women of 23-27 years old
			1 men and 1 women of 18-22 years old
	Gen X	3 men / 3 women	1 men and 1 women of 48-52 years old
			1 men and 1 women of 43-45 years old
			1 men and 1 women of 38-42 years old
Length of focus group: 1,5hours			

The second step of the primary research is the questionnaires. There are 60 Questionnaires, with 21 questions. The questionnaires are created in follow the data learned by the focus groups. The questions used will be multiple choice question, rating scale, closed-ended

question and open question. The questionnaires are spread by email address, indeed the questionnaire are online.

Table 8: Questionnaires fieldwork

Instrumentation	Gen	POI : Gender & Age	Number of Respondents	Quantity
Questionnaires	Gen	5 men and 5 women of 18-22 years old	60	60
	Y	5 men and 5 women of 23-27 years old		
	&	5 men and 5 women of 28-32 years old		
	Gen	5 men and 5 women of 38-42 years old		
	X	5 men and 5 women of 43-45 years old		
	X	5 men and 5 women of 48-52 years old		

2.7 Non-Probability Sampling Method:

Non-probability sampling: it's when the researcher can't get a list of respondents. In fact, the population of sampling is unknown (Burns and Bush, 2006). The sampling method retained is the "Non-Probability Sampling method". The non-probability sampling is suitable because sampling list is not available and the time and money constraints for this study not permit to use probability sampling method. (Domegan and Fleming 2007). There are four types of non-probability sampling methods.

Table 9: Definition of the four types of non-probability sampling

Quota Sampling	Judgmental Sampling	Snowball Sampling	Convenience Sampling
The researcher wants a similar or proportional representation of different kinds of respondents depending the characteristics considered as basis of the quota.	The researcher wants a similar or proportional representation of different kinds of respondents depending the characteristics considered as basis of the quota.	The researcher identifies an initial type of respondent. This respondent by its answers permits at the researcher to discover another potentially respondent who is part in the sampling. Snowball sampling is more used when the population size is very small. The issue is that this technique is hardly representative of the population.	With this sampling, the respondents are selected because they are easy to recruit. Indeed, this technique is the cheapest, easiest, and least time. For these reasons, this technique is the most common of all sampling techniques.

(Domegan & Fleming 2007 & 2003)

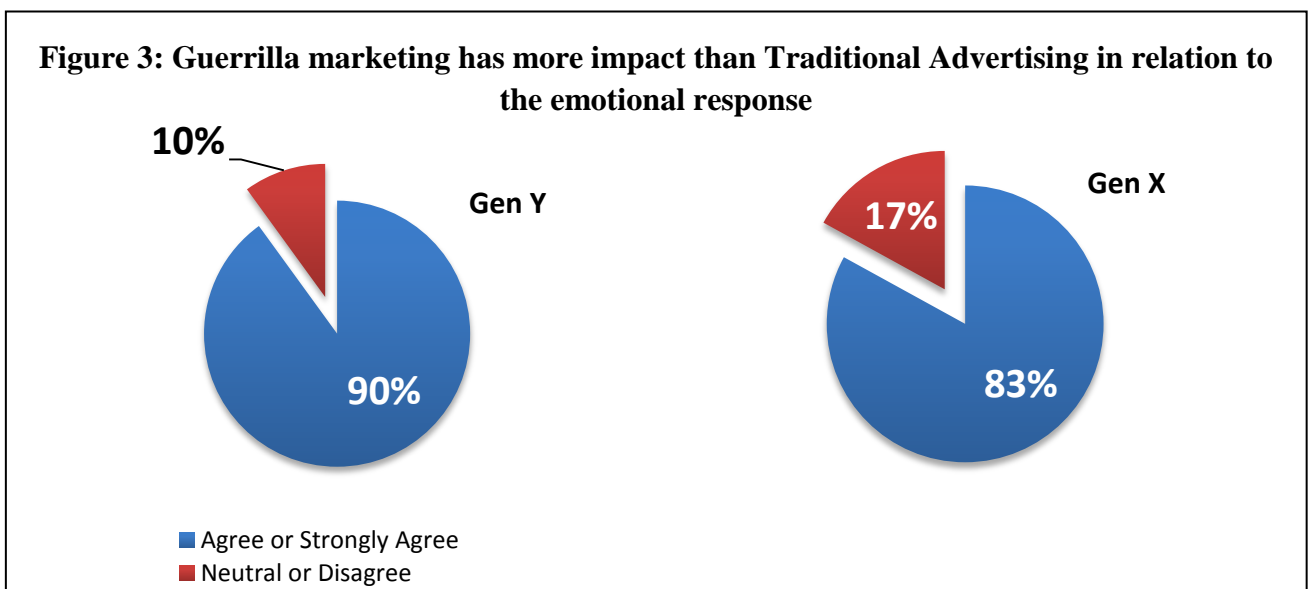
Chapter 3:

Data Analysis

3.1 Introduction

This chapter will explain and develop the data from the focus group and the questionnaires. All the data from the fieldwork will put in relation with the literature review, to see and understand if there is correlation between both. The answers will be presented according to the three research objectives. An analysis will be conducted to identify connections and contrast found between the secondary and primary research. To recap, during the focus group and the questionnaires the respondents have watched different campaigns. Every campaign has been created with a particular emotion. Shampoo campaign: Surprise & Astonish. Toothpaste campaign: Humorous & Fun, Coca-Cola campaign: Happiness & Joy. AMNESTI campaign: Shock, Fear & Disgusting. See appendix 1, 2, 3 & 4.

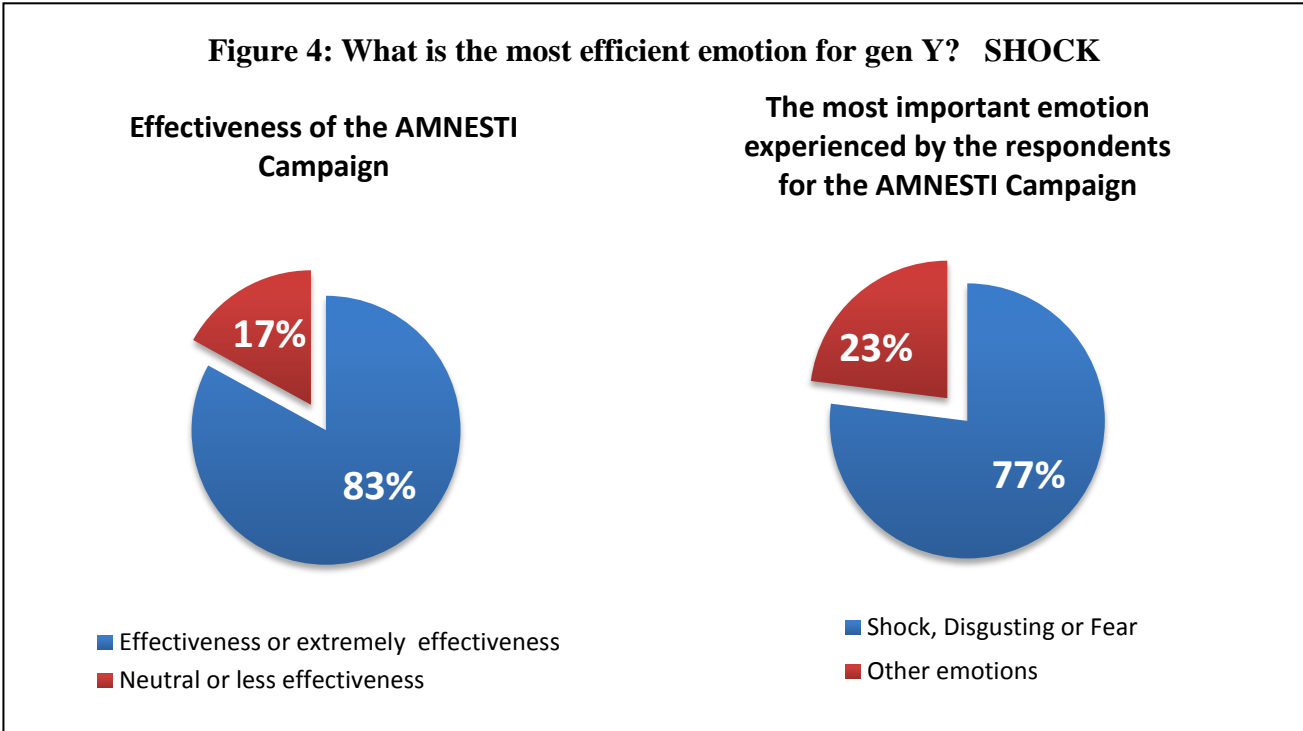
3.2 First research objective: The emotional response in presence of guerrilla marketing campaign



Both generations are almost agreed that a guerrilla marketing campaign has more impact than traditional media in relation to the emotional response (90% of Gen Y and 83% of Gen X).

“Emotional aspect is more important than rational aspect in advertisement” (Francis Shaughnessy). 86% of respondents are agreed that Guerrilla marketing catches harder the customer attention and these emotions than traditional media.

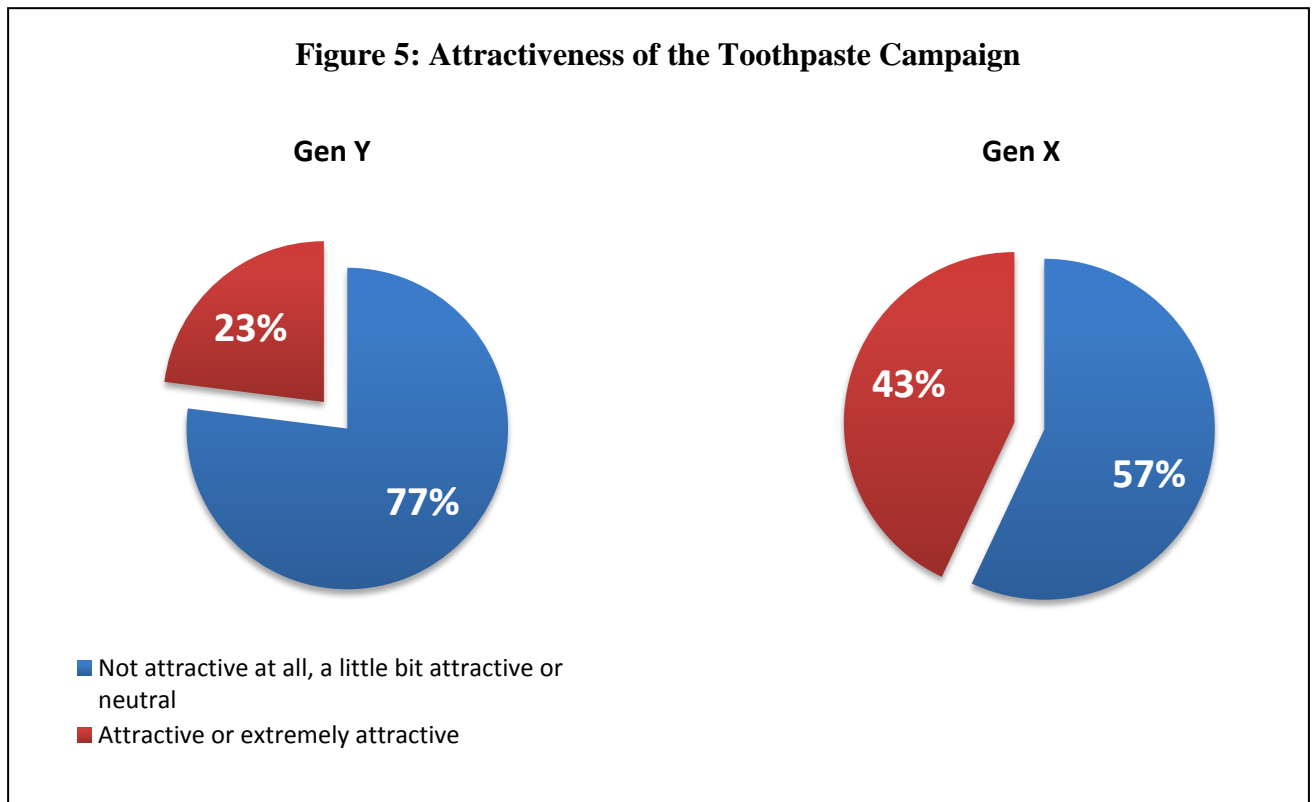
3.2.1 What is the most efficient emotion for the gen Y and X?



The most efficient campaign is the AMNESTI “Stop Human Traffic” campaign (for gen Y). 83% of the gen Y respondents have judged this campaign effective or extremely effective. This data is in relation with the emotions experienced by the respondents, during the campaign viewing. 77% of the gen Y respondents felt shocked, scared or disgusted. In this way, this generation like to be awe.

For the generation X, there isn’t one particular efficient emotion. This generation has judged at 77% attractive or extremely attractive the three campaign; Shampoo, Coca-Cola and AMNESTI campaign. In this way, the most efficient emotions for the generation X are Fun-Humorous, Happiness-Joy and Disgusting-Shock-Fear. According to the secondary research, the most efficient emotion for the gen Y should be humorous (Sanderson, 2010). But in fact, the study shows than this generation need unusual and impressive advertisement. For the gen X, the literature review explains that the most efficient emotion is happiness (Mufti, Khan & Zaheer, 2011). But In fact, the gen X is reactive and sensitive at more emotions than gen Y.

3.2.2 What is the most efficient emotion for the gen Y and X?



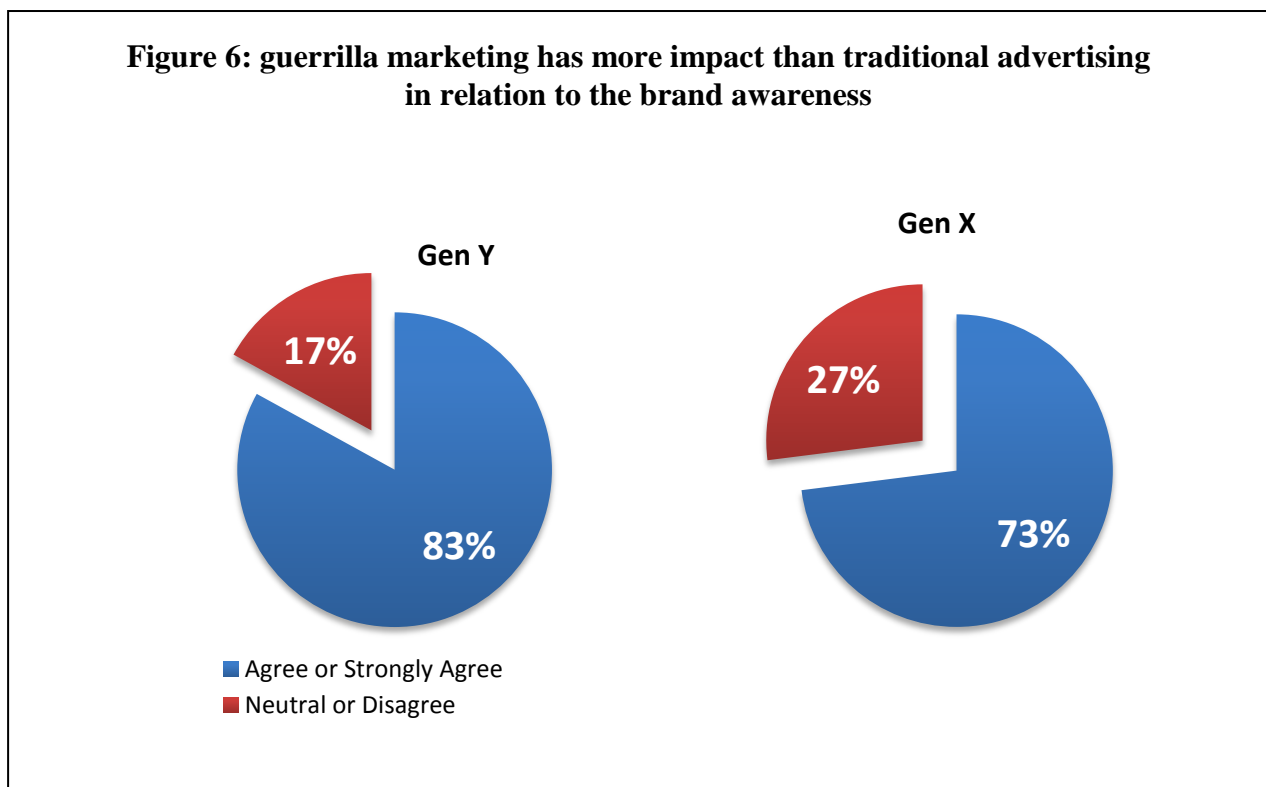
For both generations the toothpaste campaign is not attractive. More than 66% of the respondents judge this campaign not attractive or neutral. So, normally this toothpaste campaign spreads humorous emotion. For the gen Y, more than 43% of the respondents have answered that the strongest emotions in relation with this campaign were Shock-Disgusting-Fear. Only 26% of the gen Y respondents have answered Fun-Humorous like strongest emotions in relation with the toothpaste campaign. Moreover, these three emotions (Shock-Disgusting-Fear) have a negative aspect in this case (Ay & Al 2010). For the gen X, the strongest emotions in relation with the toothpaste campaign are Astonish-Surprise. Fun-humorous appears only at the second place; only 20% of the gen X respondents has judged these emotions like the strongest emotion. Therefore, the humorous toothpaste campaign appears unattractive for both generation and not really fun or humorous.

According to the secondary research, the most efficient emotion for the gen Y should be humorous. But in fact, the study shows that this generation can be disgusted by a humorous campaign.

For the gen X, the literature review explains that humorous isn't the most efficient emotion. So, the primary and the secondary research are similar on this point.

To conclude, during the focus group Anne-Marie said “*the most efficient emotion for young and older people is shock fun. Shock because the viewer should be really astonished when it sees the campaign and fun because everybody likes laughing*”.

3.3 Second research objective: Guerrilla marketing and brand awareness.



Both generations are almost agreed that a guerrilla marketing campaign has more impact than traditional media to increase brand awareness (83% of gen Y and 73% of gen X). “*If the guerrilla marketing campaign is smart, clever, unusual and create a huge surprise, I want know more about this brand. So, if the guerrilla marketing gathers these elements, yes this type of advertisement increase the brand awareness*” (Paul O’Kelffe). So 78% of the total respondents are agreed that Guerrilla marketing increase faster and deeper brand awareness.

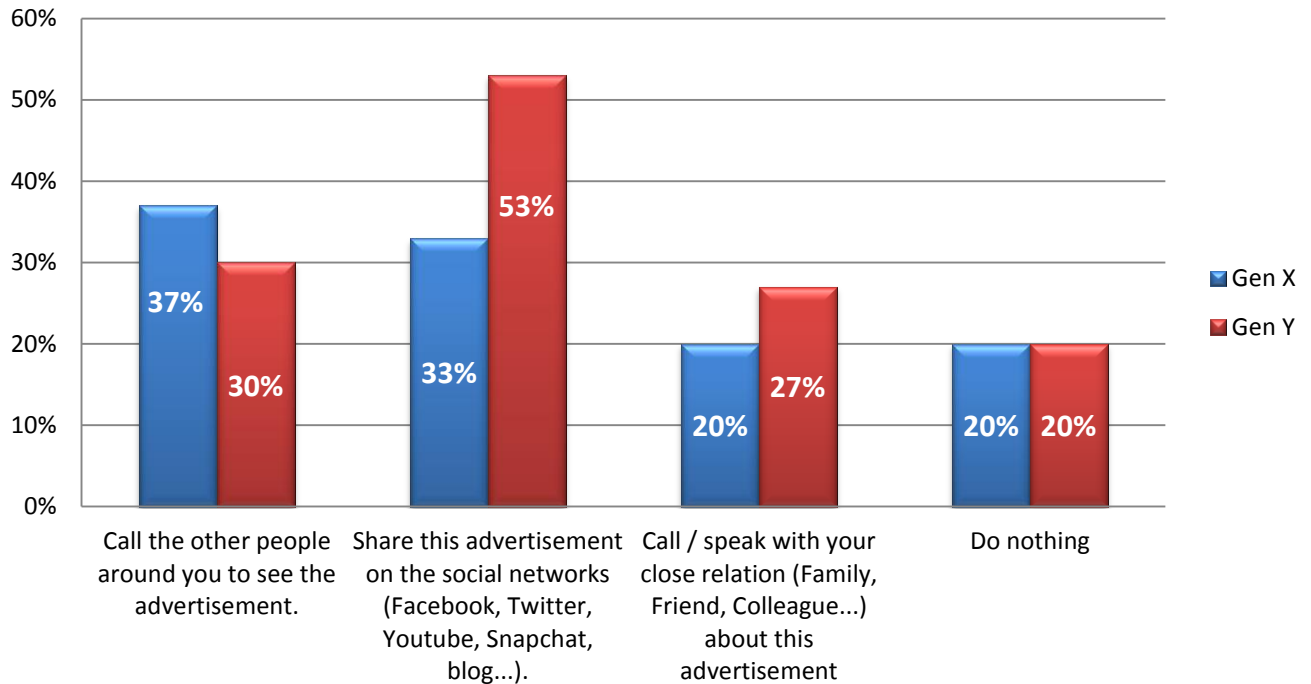
According to Wensen (2008), to increase the brand awareness, the brand should attract the customer attention. The interest for the brand depends on the attractiveness of the advertisement. The AMNESTI campaign has been judged the most efficient campaign to increase the interest toward the brand by the gen X. 77% of this generation considers this

organisation interesting or extremely interesting after having seen the campaign. This campaign is also the most effective advertisement; more than 83% of this generation consider this campaign effective or extremely effective.

The coca-cola campaign has been judged the most efficient campaign to increase the interest toward the brand by the gen Y. 70% of this generation considers this brand interesting or extremely interesting after having seen the campaign. However, this campaign is the third most effective advertisement; more than 80% of this generation consider this campaign effective or extremely effective.

Indeed, the attractiveness of the campaign isn't the only elements which determine the interest for the brand. In the literature review, the secondary research shows than to increase the brand awareness, the guerrilla marketing should be attractive and unusual (Baird, 2007). However, the primary research explores another theory. The base brand awareness increases the brand awareness. For the gen Y, the coca-cola campaign is the third most attractive campaign on the four campaigns. But it is the most efficient to improve the brand awareness. The reason is the gen Y knows perfectly the Coca-Cola brand and use already their products.

Figure 7: What would be your first reaction, in presence of guerrilla marketing advertising?



To increase the brand awareness of a company, the world of mouth and Viral Buzz are two tools very important. Firstly on the above graph, the majority of the respondents have a reaction in front of a guerrilla marketing. Only 20% on the respondents do nothing, just look at the advertisement. *“A guerrilla marketing catches my attention but I forget it directly after”* (Ayermerik Lopez). So, the question is: what do the other 80% in front of a guerrilla marketing?

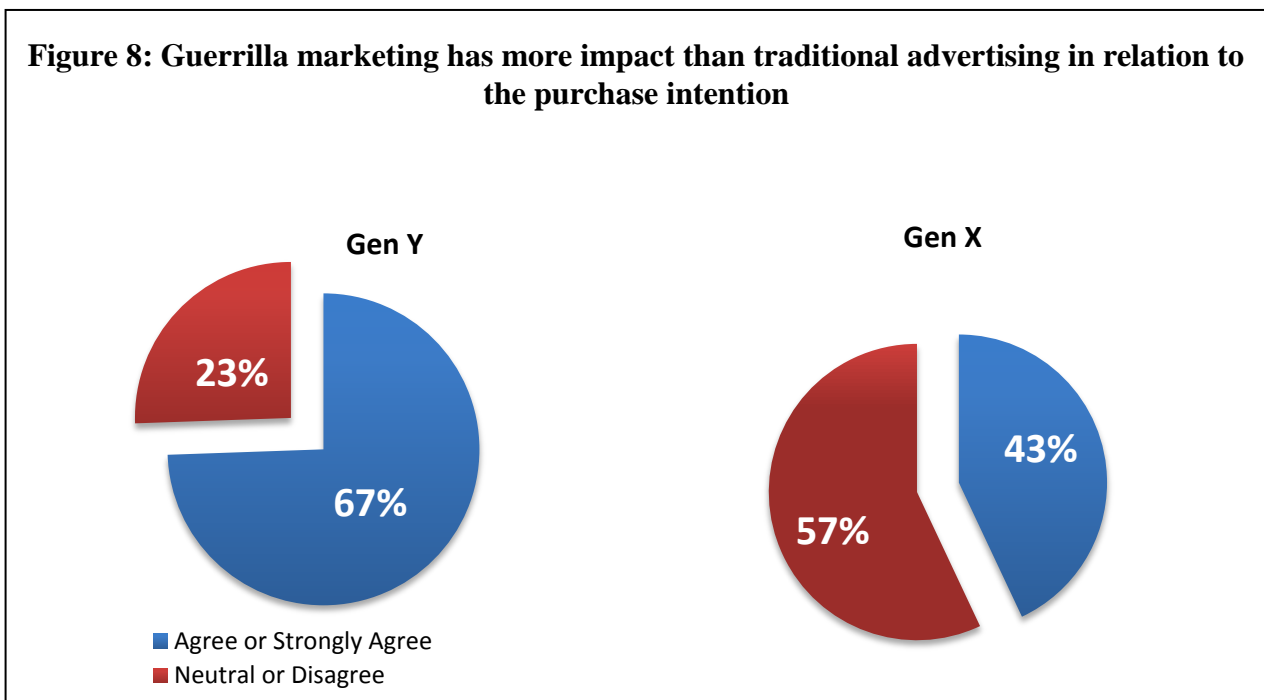
“The main thing to increase the brand awareness is an advertisement than people can share”. (Maxime Benard). *“The advertisement should have a social dimension. It should create a link between the people”* (Laurens Deconinck)

For both generations, almost 1/3 respondents want share the guerrilla marketing with the people around it or with their lovers. This is the world of mouth, the people speaks with other people about an advertisement. 1/3 of gen X and 1/2 of gen Y respondents declare share on the social network the guerrilla marketing campaign. In this way, the both generation participate at the creation of the Viral Buzz. *“If one of my friends sends me an advertisement, I will watch it. But if one brand sends me an advertisement online, I delete the message.”* (Florian Tué) *“Guerrilla marketing is a good media for a company which wants launch a new*

product. It's an easy way to increase the awareness of the brand and of the new product". (Lauriana Tarde) *"However if the guerrilla campaign isn't attractive and unusual, I won't share this advertisement."*(Matty Markham) *"Viral marketing is the best way to increase brand awareness. It's free, easy to do and fast."* (Jorek Stolarz)

The primary research is totally in agreement with the secondary research. Guerrilla marketing is a good way to increase brand awareness. However, if people consider the advertisement disgusting, (like the toothpaste campaign) or with negative aspect, it's a fail (Lum, 2009). Only 28% of the respondents consider the toothpaste brand with more interest after having seen the advertisement. About the viral marketing (word of mouth + viral buzz online), all respondents of the focus group think deeply than it's a best way to improve brand awareness (Silverman 2011). The respondent's reactions (questionnaire) are also focus on share the advertisement, more by social network for gen Y and online and offline for the gen X. Furthermore, the impact of guerrilla marketing on the long term can be criticised. *"Guerrilla marketing is more attractive than traditional media but less efficient. It's only efficient in a short term, for the long term the brand needs also traditional media."* (Anne-Marie O'Kelffe)

3.3 Third research objective: Guerrilla marketing and the purchase intention.



For this research objective, the two generations have a different point of view. 67% of the gen Y are agreed or strongly agreed that guerrilla marketing has more impact than traditional advertising to increase the purchase intention. While, 57% of the gen X think that traditional advertising has more impact than guerrilla marketing to increase the purchase intention.

“Guerrilla marketing is a good media to attract attention. But this type of advertisement doesn’t give information about the price, the quality, the kind of product.... There is a lack of information. I can’t buy a product if I can’t trust it” (Paul O’Kelffe, gen X).

However, the purchase intention of the gen Y in relation with the four examples of guerrilla marketing is totally different than above data. 87% of the gen Y respondents have judged the shampoo campaign attractive or extremely attractive but only 17% probably want buy or definitely want buy the product. While, 80% of the gen Y respondents have judged the Coca-Cola campaign attractive or extremely attractive and more than 73% probably want buy or definitely want buy the product. Indeed, the link between the advertisement attractiveness and the purchase intention is weak. According to the literature review, guerrilla marketing increases the impulse purchase (Bobette, 2003). But it depends upon the product. In primary research, the study shows despite a high level of attractiveness, the shampoo campaign couldn’t create purchasing intention. But the Coca-Cola campaign with a less level of attractiveness creates a huge purchasing intention. According to Tuu & Olsen (2012), an impulse purchase is focus on daily product with a low price. Moreover, the gen Y contrary to gen X, wants high satisfaction directly after the purchase action. In this way, the product should create a satisfaction feeling at the customer just after the purchase. So, the Coca-Cola product can be drunk directly after the purchase, contrary at the shampoo product. During the focus group, the presenter asks the following question “what is your opinion of Guerrilla Marketing and the purchasing intention?” *“No, guerrilla marketing doesn’t increase the purchasing intention. It just attracts intention.”* (Francis Shaughnessy) *“Yes, guerrilla marketing increases the purchasing intention, if I can buy directly or if there is a game or a challenge.”*(Florian Tué). In this way the primary data, shows that people in front of a guerrilla marketing needs a direct interaction with the product. If there isn’t a direct interaction (purchase possibility or a challenge) the customer won’t buy the product. Furthermore, Anne-Marie (gen X) said: *“If I know already the brand and these product, a guerrilla marketing campaign can increase my purchasing intention if the campaign is smart and unusual”*.

Chapter 4: Conclusion & Recommendations

4.1 Conclusions on Objective 1

To examine the emotional response of each generation member in front of guerrilla marketing in urban environment and compare.

According to the secondary research conducted, the emotional aspect touches deeper the customer than rational aspect (Ay, Aytakin & Nardali 2010). Nowadays, people want be surprised by new type of advertisement because the traditional advertisement appears boring. 86% of the respondents are agreed that guerrilla marketing has more impact than traditional advertising in relation to the emotional response. According to Sanderson (2010), the most efficient emotion on the generation Y is humorous. For the generation X, the most efficient emotion is happiness (Seiter, 2014). However the results of the primary research are totally different. 83% of the gen Y have judged the shock guerrilla campaign as the most efficient campaign. About the gen X, their preferences focus on the happiness, shock and surprise campaign. Moreover, the humour campaign appears disgusting, shocking or frightening for 38% of the respondent.

To conclude, for both generation (86%) guerrilla marketing campaign is a better media than traditional media to catches the attention and the emotion of people

4.2 Conclusions on Objective 2

To examine if guerrilla marketing is a good way to increase brand awareness beside generation X and Y.

According to Wensen (2008), the creativity and be daring are more efficient than spending lot of money in traditional media. In relation to the primary research, 78% of the respondents are agreed that guerrilla marketing increase faster and deeper brand awareness than traditional media. According to the secondary research, to increase the brand awareness, the company should be sure that that it stands out in comparison for these competitors, to attract the customer interest (Baird, 2007). In the primary research, to attract the people interest the advertisement should be smart and unusual (Paul O'Kelffe). For 77% of gen X, the shock campaign has been the best campaign to increase the interest toward the brand. And for 70% of gen Y, the happiness campaign has been the best campaign to increase the interest toward

the brand. According to the primary and secondary research, the best way to increase the brand awareness is viral marketing, more online (Viral Buzz) for the gen Y and online and offline (WoM) for the gen X (Wilson, 2012) (Stevens 2011). To conclude, guerrilla marketing is a good way to improve brand awareness. The best way is associated a guerrilla marketing campaign with a viral buzz. This is can be possible because 1/3 of gen X and ½ of gen Y respondents declare share on the social network the guerrilla marketing campaign.

4.3 Conclusions on Objective 3

To determine if guerrilla marketing in urban environment increase purchase intention on generation X and Y.

According to the secondary research, a guerrilla marketing campaign increases the impulse purchase (Bobette 2003). However during the focus group, the respondents have declared than an impulse purchase concerns only a daily product with low price. In this way, only 55% of the respondents think than guerrilla marketing has more impact than traditional advertising in relation to the purchase intention. *“Guerrilla marketing is a good media to attract attention. But this type of advertisement doesn’t give information about the price, the quality, the kind of product.... There is a lack of information. I can’t buy a product if I can’t trust it”* (Paul O’Kelffe, gen X). According to Bobette (2003) a guerrilla campaign has the effect of an attractive booster if the customer consumes already the product of this brand. In this case, guerrilla marketing increases the purchase intention. The primary research shows that because 73% of the gen Y declares want purchase a coke after having seen the Coca-Cola guerrilla campaign. The primary research shows that the purchase intention depends of the interaction between the viewer and the advertisement.

To conclude, guerrilla marketing increases the purchase intention of the gen Y. This generation is more sensible at the impulse purchase. For the gen X, guerrilla marketing doesn’t increase the purchase intention because there is a lack of information.

4.5 Recommendations

Following the data of secondary and primary research into the area of guerrilla marketing, the following three recommendations are suggested.

The brand which decides to create a guerrilla marketing campaign should know exactly its target to adapt perfectly the advertising at its target. For example if the target is the gen Y, the guerrilla campaign should spread shock or happiness emotion in an unusual place in the city centre. For the gen X, it's better to spread happiness or surprise emotion in the guerrilla campaign.

Then the guerrilla campaign should be very attractive and unusual to attract people attention. Moreover, people should have the possibility to record a video of the advertising or to call another person to come see the advertising. If the guerrilla marketing is too fast, for instance on a car, the viewer won't have enough time to see the advertising, see the name of the brand and record a video. In addition, the guerrilla campaign should incite people to share this advertisement online and offline. For instance, take a selfie with the advertisement and share the picture on twitter with the brand hashtag. The goal is to reach the viral marketing.

Finally to incite people to purchase the product after having seen the guerrilla campaign, the brand should give the possibility at the viewer to buy directly the product. For instance, coca-cola which uses their vending machines to create some guerrilla campaigns. Furthermore, include a game or a challenge with the guerrilla campaign is the best way to integrate the customer in the heart of the advertisement. And in this way increase its brand affection and its purchase intention.

Reference

- Ay, Aytakin & Nardali (2010) - Guerrilla Marketing Communication Tools and Ethical problems in Guerilla Advertising. P 280-286.
- Bagozzi, Gopinath & Nyer (2000) - The Role of Emotions in Marketing
- Baird (2007) - Non-Recognition of Print Advertising: Emotion Arousal and Gender Effects, *Journal of Marketing Communications*, pp. 39-57
- Belch & Belch (2010). Advertising and Promotion an Integrated Marketing Communicatons Perspective.
- Belić & Jönsson (2012) - Guerrilla marketing : and its effects on consumer behaviour
- Bobette (2003) - 5 Ways to Encourage Impulse Purchases
- Burns & Bush (2006) - Marketing Research. 5th edn. New Jersey: Pearson Education, Inc.
- Cherrier & Lego Munoz (2007) - A Reflection on Consumers' Happiness: The Relevance of Care for Others, Spiritual Reflection, and Financial Detachment
- Churchill & Brown (2007) - Basic Marketing Research
- Consoli, Diamantini & Domenico (2009) - "Affective algorithm to Information Systems, *Human-Computer Interaction (HCI)*, Milan, Italy, pp. 157--160.
- Cooper & Schindler (2006) - Business Research Method, 9th Edition. Boston: McGraw-Hill Irwin.
- Cruz (2013) - Budweiser 'Buddy Cup' Connects New Bar Friends to Facebook

- Dew (2007) - Abduction: a pre-condition for the intelligent design of strategy. *Journal of Business Strategy* , 28 (4), pp. 38-45.
- Domegan and Fleming (2003) - *Marketing research in Ireland : theory and practice*
- Domegan and Fleming (2007) - *Marketing research in Ireland : theory and practice*
- Gallagher (2004) - *Guerilla marketing and branding*. CA: Marketing Turkiye Press.
- Galle (2012) - 9 of the Most Shocking Guerrilla Marketing Campaigns of All Time
- Gambetti (2010) - Ambient communication: How to engage consumers in urban touch-points', *California Management Review*, Vol. 52, No. 3, pp. 34-34
- Gambetti, R. (2010) - Ambient communication: How to engage consumers in urban touch-points, *California Management Review*. pp. 34-34
- Hutter & Hoffman 2011 - The basic guerrilla effect.
- Hutter & Hoffmann (2011) - Guerrilla marketing. The nature of the concept and propositions for further research', *Asian Journal of Marketing*, Vol. 5, pp. 39-54
- Ihantola & Kihn (2011) - Threats to validity and reliability in mixed methods accounting research. *Qualitative research in Accounting & Management* , 8 (1), pp. 39-58.
- Javed & Zeb (2011) - Good shock or bad shock: what impact shock advertisements are creating on the mind of viewers,
- Jurca (2012) - What is and why we need ambient advertising". *Conference Proceedings*, 5th edition, pp. 210-221.

- Kasi (2009) - Research: What, Why and How? A Treatise from Researchers to Researchers, 1st Edition. Bloomington: AuthorHouse.
- Kolb (2008) - Determining probability samples. In Marketing research: A practical approach. (pp. 177-194).
- Kotler & Saunders (2008) - Principles of Marketing (5th ed.). Harlow, England: Pearson Education Limited.
- Laurie & Mortimer (2011) - A Communication-Based Marketing Model for Managing Relationships. Journal of Marketing Management.
- Lesonsky (2014) - Gen X: How to Market to the Forgotten Generation
- Lum (2009) - 4 Bad Examples of Guerilla Marketing
- Lum (2012) - What is Ambient Advertising?
- Lum (2013) - Coca-Cola's Roll Out Happiness Pop-Up Park Campaign
- Malhotra (2010) - Marketing Research. An Applied Orientation. 6th Ed. New Jersey: Pearson Education, Inc. p99-430.
- Meyer-Waarden (2008) - The influence of loyalty programme membership on customer purchase behaviour - page 95
- Moye (2013) - Happiness without borders - polarize customer opinions". Paper presented at 11th International Conference on Enterprise
- Ross & Harradine - (2010). Value brands: cheap or trendy: An investigation into young consumers

- Sabri (2012) - Preliminary investigation of the communication effects of ‘taboo’ themes in advertizing, *European Journal of Marketing*. pp. 215-236
- Sanderson (2010) - Marketing to Generation Y understanding and appealing to the Millennial generation.
- Sandikci (2011) - Shock Tactics in Advertising and Implications for Citizen-Consumer, *International Journal of Humanities and Social Science*. pp. 42-50.
- Saunders (2007) - Research methods for business students, 4th Edition. London: Financial Times Prentice Hall.
- Saunders and Thornhill (2007) - Research methods for business students
- Saunders and Thornhill (2009) - Research methods for business students
- Saunders and Thornhill (2012) - Research methods for business students
- Saunders, Lewis & Thornhill (2009) - Research methods for business students (5 th ed.). Harlow, England: Pearson Education Limited.
- Saunders, Lewis, Thornhill (2012) - Research Methods for Business Students
- Seiter (2014) - The science of emotion in marketing: How our brains decide what to share and whom to trust
- Sekaran & Bougie (2010) - Research Methods for Business: A Skill Building Approach, 5th Edition.
- Silverman (2011) - The secrets of word-of-mouth marketing: how to trigger exponential sales through runaway word of mouth
- Sisson (2012) - 100 Guerilla Marketing Ideas: Grow Sales With Zero Budget

- Söderlund & Dahlén (2010) - The “killer” ad: an assessment of advertising violence, European Journal of Marketing. pp. 1811-1838.
- Solomon (2014) - Consumer Behavior: Buying, Having, and Being (11th Edition)
- Stevens (2011) - Guerrilla Marketing Analysis Marketing Intern, Fall First Merchants Corporation
- Tuu & Olsen (2012) - Certainty, risk and knowledge in the satisfaction-purchase intention relationship in a new product experiment", Asia Pacific Journal of Marketing and Logistics
- Tylee (2012) - Do shock tactics work in retail ads?
- Vesel & Zabkar (2009) - Managing customer loyalty through the mediating role of satisfaction in the DIY retail loyalty program
- Westcott (2012) - Are these the most offensive ads of all time?
- Wilson (2012) - The Six Simple Principles of Viral Marketing
- Yoon (2012) - Understanding schema incongruity as a process in advertising review and future recommendations, Journal of Marketing Communications.
- Yuen & Dacko (2011) - Ambient marketing - towards a modern definition', Proceedings of the Academy of Marketing Conference 2011 Marketing Fields Forever,

Appendix1: Pre-Test Feedback

The questionnaire was pre-tested on 5 people who fitted into the target audience. The pre-testing took place on March 20th.

Following the pre-test, the following feedback was received:

- Some people felt uncomfortable with the date of birth question.
- For almost questions, the respondents should answer in relation with a picture or a video.
- Question 2 -7 -12 - 17: Could you rank the emotions you experienced? The respondents didn't understand how rank the emotion.
- Question 2 -7 -12 - 17: At the beginning the respondent had the choice between 4 emotions. For the pre-test, select 3 emotions in a select of 4 isn't enough.

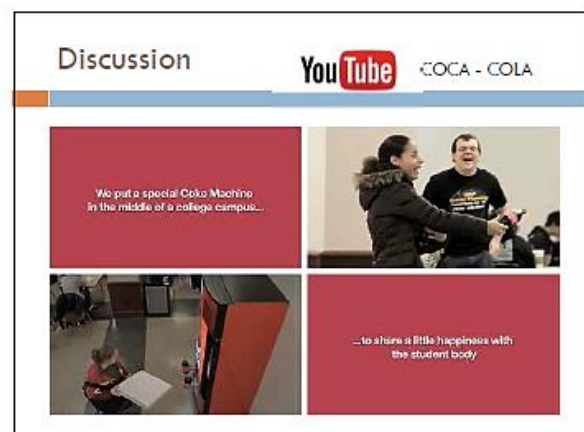
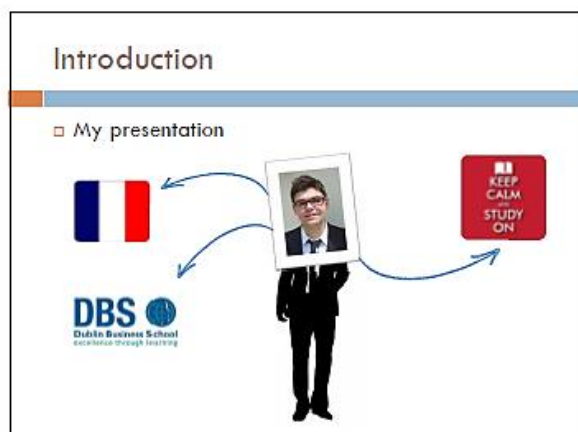
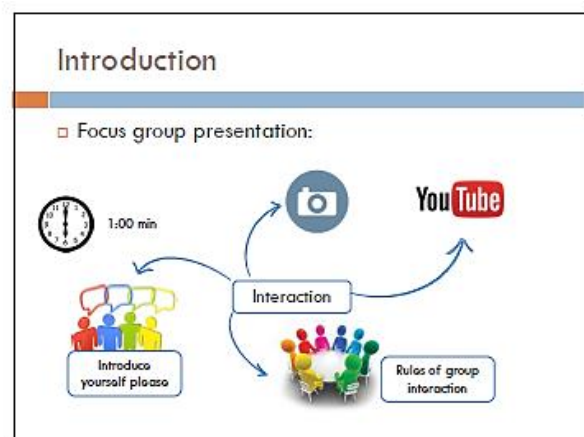
Researcher's Actions

- It's better to ask age bracket than the detailed date of birth.
- Always add "After having watched the advertisement" or "After having seen the advertisement", before a question in relation with a video or a picture
- Question 2 -7 -12 - 17: Always add "Could you rank the emotions you experienced **from 1 to 3? The 1 is the strongest emotion and the 3 is the least strong.**
- For the questionnaire online (Gen X), there wasn't any problem.
- For the questionnaire offline (Gen Y), 13% of the respondents didn't understand how select 3 emotions and rank these emotions.
- Question 2 -7 -12 - 17: There were 9 emotions and no 4.

Appendix 2: Data Preparation for focus and focus group presentation

Definition of the 3 stages:

- Introduction: Presentation of the moderator -Topic frame - Focus group presentation
 - invites participants to introduce themselves - every participant introduce itself
 - rules of group interaction are explained - The focus group are limited to the guerrilla topic
- Discussion : choice of guerrilla marketing campaign in relation with 4 different emotions - discussion around the 3 researches objectives : Emotional response, Brand awareness and Purchase intention - discussion about guerrilla marketing VS traditional media - discussion about the behaviour in front of a guerrilla campaign - discussion about the viral marketing
- Summarise the group's response to determine the extent of the discussion



Introduction

- Topic frame
- *Guerrilla marketing is an alternative type of advertising which focuses on low-cost marketing tactics and which give unconventional results.*

The key of guerrilla marketing is surprising the consumer by a high level of creativity.

Discussion

YouTube COCA - COLA



Discussion

- After having watched this advertisements, what is your opinion of Guerrilla Marketing ?
- Attractiveness of the advertisement
- Emotions
- Interest for the brand
- Brand loyalty and purchasing intention

Discussion



Discussion

CAMPAIGN AGAINST LANDMINES



Discussion

- After having seen these advertisements, what is your opinion of Guerrilla Marketing ?
- Attractiveness of the advertisement
- Emotions
- Interest for the brand
- Brand loyalty and purchasing intention

Discussion



Discussion



APOTEK



Discussion

- ❑ After having watched this advertisement, what is your opinion of Guerrilla Marketing ?
 - ❑ Attractiveness of the advertisement
 - ❑ Emotions
 - ❑ Interest for the brand
 - ❑ Brand loyalty and purchasing intention

Discussion

EXTRA



Discussion

KLEENEX



Discussion

- ❑ After having seen these advertisements, what is your opinion of Guerrilla Marketing ?
 - ❑ Attractiveness of the advertisement
 - ❑ Emotions
 - ❑ Interest for the brand
 - ❑ Brand loyalty and purchasing intention

Discussion



Discussion

- Did you already see Guerrilla Marketing campaign ?
 - First reaction ?
 - Emotional response ?
 - Brand Awareness ?
 - Purchasing ?

Discussion

- What is your opinion of advertising?
 - Interesting – No interesting
 - Useful - Useless
 - Buying indicator – Harmful at the consumption

Discussion

- What is your opinion of Guerrilla Marketing compare to traditional media?
(TV, Press, Billboard, Cinema and Radio advertisement)
 - Attractiveness
 - Behaviour
 - Interest for the advertisement / for the brand
 - Purchasing Intention

Discussion

- What is your opinion of traditional media?
(TV, Press, Billboard, Cinema and Radio advertisement)
 - Attractiveness
 - Behaviour
 - Interest

Discussion

- What is your opinion of advertisement on social networks ?
 - Interesting – No interesting
 - Useful - Useless
 - Buying indicator – Harmful at the consumption

Discussion

- What is your opinion of traditional media?
(TV, Press, Billboard, Cinema and Radio advertisement)
- Attractiveness
- Behaviour
- Interest

Discussion

- What is your opinion of Viral Buzz?
Viral Buzz is a strategy by which a marketer creates a campaign focused around the goal of causing viewers of that promotion to spontaneously spread it by sending it to friends. Especially on internet.
- Interesting – No interesting
- Useful - Useless
- Important – not important

Conclusion

- Let's Sum It Up
 - Coca-Cola : 2 movies
 - Amnesty International & Anti-landmines & Food campaign: 3 Pics
 - Apotek : shampoo movie
 - Colgate, Kleenex, Extra: 3 Pics



Thank you

- Have you got any comments ?



Conclusion

- Let's Sum It Up
 - Another Guerrilla Marketing campaign?
 - What is your opinion of advertising?
 - What is your opinion of traditional media?



Conclusion

- Let's Sum It Up
 - What is your opinion of Guerrilla Marketing compare to traditional media?
 - What is your opinion of advertisement on social networks ?
 - What is your opinion of Viral Buzz?



Appendix3: Questionnaires for Generation Y with coding and results

Dear Participant,

You are invited to participate in a research study that I'm conducting for my final year project.

This survey focuses on an new and unusual type of advertising: Guerrilla marketing.

For almost all questions, you should answer after you have watched a video or seen a photo advertisement.

(There are 21 questions to answer. The survey should take about 10minutes)

Thank you so much for your help.

The definition of Guerrilla Marketing is :

Guerrilla marketing is an alternative type of advertising which focuses on surprise the consumer by a high level of creativity.

Gender	Code	Response	%
Male	1	15	50
Female	2	15	50

Shampoo Advertisement

Please watch the Shampoo Advertisement (movie). https://www.youtube.com/watch?v=de_eqV2yHoM

Question1:

After having watched the Shampoo advertisement, could you mark its attractiveness?

	Not attractive at all (1)	A little bit attractive (2)	Neutral (3)	Attractive (4)	Extremely attractive (5)	I don't know / I don't want to answer (6)
Shampoo advertisement		3 / 10%	1 / 3.3%	15 / 50%	11 / 36.6%	

Question2:

After having watched the shampoo advertisement, could you rank the emotions you experienced, from 1 to 3? The 1 is the strongest emotion and the 3 is the least strong.

First emotion				Second emotion				Third emotion			
Astonish(1)		Humorous(6)	2	Astonish(1)	3	Humorous(6)	5	Astonish(1)		Humorous(6)	4
Disgusting(2)		Joy(7)	1	Disgusting(2)		Joy(7)	2	Disgusting(2)		Joy(7)	7
Fear(3)		Shock(8)		Fear(3)		Shock(8)		Fear(3)		Shock(8)	
Fun(4)	13	Surprise(9)	10	Fun(4)	1	Surprise(9)	5	Fun(4)	7	Surprise(9)	9
Happiness(5)	4			Happiness(5)	13			Happiness(5)	3		

Question3: After having watched the shampoo advertisement, do you consider this BRAND with

	Not interesting at all (1)	A little bit interesting (2)	Neutral (3)	Interesting (4)	Extremely interesting (5)	I don't know / I don't want to answer (6)
Shampoo Brand	5 / 16.6%	1 / 3.3%	11 / 36.6%	11 / 36.6%	2 / 6.6%	

more interest?

Question4:

After having watched the shampoo advertisement, if you need this kind of product, would you

	Definitely would not buy (1)	Probably would not buy (2)	Might or might not buy (3)	Probably would buy (4)	Definitely would buy (5)	I don't know / I don't want to answer (6)
Shampoo Product		6 / 20%	19 / 63.3%	5 / 16.6%		

purchase this brand rather than another?

Question5: PLEASE see the **shampoo press advertisement** (picture).

<http://listdose.com/wp-content/uploads/2013/05/loreal-shampoo.jpg>

After having seen the shampoo press advertisement, do you agree or disagree that Guerrilla Marketing increase brand awareness more than Traditional Advertisement? (Traditional media: TV, Press, Radio,

	Strongly Disagree (1)	Disagree (2)	Neither Agree or Disagree (3)	Agree (4)	Strongly Agree (5)	I don't know / I don't want to answer (6)
Guerrilla Marketing increases brand awareness			5 / 16.6%	15 / 50%	10 / 33.3%	

Cinema and Billboard)

Toothpaste Advertisement

Please see the toothpaste advertisement (picture).

<https://s-media-cache-ak0.pinimg.com/236x/e1/cc/1d/e1cc1def9616d0449583d1c8ef9cc6cf.jpg>

Question6: After having seen the toothpaste advertisement, could you mark its attractiveness?

	Not attractive at all (1)	A little bit attractive (2)	Neutral (3)	Attractive (4)	Extremely attractive (5)	I don't know / I don't want to answer (6)
Toothpaste advertisement	17 / 56.6%	4 / 13.3%	2 / 6.6%	6 / 20%	1 / 3.3%	

Question7:

After having seen the toothpaste advertisement, could you rank the emotions you experienced, from 1 to 3? The 1 is the strongest emotion and the 3 is the least strong.

First emotion				Second emotion				Third emotion			
Astonish(1)	3	Humorous(6)	6	Astonish(1)		Humorous(6)	4	Astonish(1)	4	Humorous(6)	4
Disgusting(2)	9	Joy(7)	1	Disgusting(2)	4	Joy(7)	1	Disgusting(2)	5	Joy(7)	2
Fear(3)	2	Shock(8)	2	Fear(3)	5	Shock(8)	5	Fear(3)		Shock(8)	4
Fun(4)	2	Surprise(9)	3	Fun(4)	5	Surprise(9)	5	Fun(4)	2	Surprise(9)	9
Happiness(5)	2			Happiness(5)	1			Happiness(5)			

Question8:

After having seen the toothpaste advertisement, do you consider this BRAND with more interest?

	Not interesting at all (1)	A little bit interesting (2)	Neutral (3)	Interesting (4)	Extremely interesting (5)	I don't know / I don't want to answer (6)
Toothpaste Brand	15 / 60%	5 / 16.6%	3 / 10%	5 / 16.6%	2 / 6.6%	

Question9:

After having seen the toothpaste advertisement, if you need this kind of product, would you purchase this brand rather than another?

	Definitely would not buy (1)	Probably would not buy (2)	Might or might not buy (3)	Probably would buy (4)	Definitely would buy (5)	I don't know / I don't want to answer (6)
Toothpaste Product	12 / 40%	8 / 26.6%	5 / 16.6%	4 / 13.3%	1 / 3.3%	

Question10: PLEASE watch the **toothpaste TV advertisement** (movie)

<https://www.youtube.com/watch?v=SZQMfhKt12U>

After having watched the toothpaste TV advertisement, do you agree or disagree that Guerrilla Marketing increase the emotional response more than Traditional Advertisement? (Traditional media: TV, Press, Radio, Cinema and Billboard)

	Strongly Disagree (1)	Disagree (2)	Neither Agree or Disagree (3)	Agree (4)	Strongly Agree (5)	I don't know / I don't want to answer (6)
Guerrilla Marketing increases emotional response		3 / 10%	6 / 20%	17 / 56.6%	4 / 13.3%	

Coca-Cola Advertisement

Please watch the Coca-Cola Advertisement (movie).

<https://www.youtube.com/watch?v=6Ih0DrTuufc>

Question11: After having watched the Coca-Cola advertisement, could you mark its attractiveness?

	Not attractive at all (1)	A little bit attractive (2)	Neutral (3)	Attractive (4)	Extremely attractive (5)	I don't know / I don't want to answer (6)
Coca-Cola advertisement		1 / 3.3%	5 / 16.6%	11 / 36.6 %	13 / 43.3%	

Question12: After having watched the Coca-Cola advertisement, could you rank the emotions you experienced, from 1 to 3? The 1 is the strongest emotion and the 3 is the least strong.

First emotion				Second emotion				Third emotion			
Astonish(1)		Humorous(6)	2	Astonish(1)		Humorous(6)	1	Astonish(1)	1	Humorous(6)	5
Disgusting(2)		Joy(7)	4	Disgusting(2)		Joy(7)	9	Disgusting(2)		Joy(7)	4
Fear(3)		Shock(8)	1	Fear(3)		Shock(8)		Fear(3)		Shock(8)	
Fun(4)	7	Surprise(9)		Fun(4)	9	Surprise(9)	1	Fun(4)	11	Surprise(9)	6
Happiness(5)	16			Happiness(5)	10			Happiness(5)	3		

Question13: After having watched the Coca-Cola advertisement, do you consider this BRAND with more interest?

	Not interesting at all (1)	A little bit interesting (2)	Neutral (3)	Interesting (4)	Extremely interesting (5)	I don't know / I don't want to answer (6)
Coca-Cola Brand	1 / 3.3%	1 / 3.3%	7 / 23.3%	13 / 43.3%	8 / 26.6%	

Question14:

After having watched the Coca-Cola advertisement, if you need this kind of product, would you purchase this brand rather than another?

	Definitely would not buy (1)	Probably would not buy (2)	Might or might not buy (3)	Probably would buy (4)	Definitely would buy (5)	I don't know / I don't want to answer (6)
Coca-cola Product		4 / 13.3%	4 / 13.3%	7 / 23.3%	15 / 50%	

Question15: PLEASE see the Coca-Cola billboard on the screen (picture)

<http://payload.cargocollective.com/1/0/28132/332088/coke%20billboard.jpg>

After having seen the Coca-Cola billboard, do you agree or disagree that Guerrilla Marketing increase the purchasing intention more than Traditional Advertisement? (Traditional media: TV, Press, Radio, Cinema and Billboard)

	Strongly Disagree (1)	Disagree (2)	Neither Agree or Disagree (3)	Agree (4)	Strongly Agree (5)	I don't know / I don't want to answer (6)
Guerrilla Marketing increases purchasing intention		1 / 3.3%	8 / 26.6%	12 / 40%	9 / 30%	

AMNESTY "Stop Human Traffic" advertisement

Please see the AMNESTY "Stop Human Traffic" advertisement

http://img.weburbanist.com/wp-content/uploads/2009/07/suitcases_15.jpg

Question16: After having seen the AMNESTY "Stop Human Traffic" advertisement, could you mark its effectiveness?

	Not effectiveness at all (1)	A little bit effectiveness (2)	Neutral (3)	Effectiveness (4)	Extremely effectiveness (5)	I don't know / I don't want to answer (6)
AMNESTY advertisement		3 / 10%	2 / 6.6%	18 / 60%	7 / 23.3%	

Question17: After having seen the AMNESTY advertisement, could you rank the emotions you experienced, from 1 to 3? The 1 is the strongest emotion and the 3 is the least strong.

First emotion				Second emotion				Third emotion			
Astonish(1)	4	Humorous(6)		Astonish(1)	6	Humorous(6)	1	Astonish(1)	11	Humorous(6)	
Disgusting(2)	2	Joy(7)	1	Disgusting(2)	9	Joy(7)		Disgusting(2)	4	Joy(7)	
Fear(3)	3	Shock(8)	18	Fear(3)	5	Shock(8)	4	Fear(3)	7	Shock(8)	3
Fun(4)		Surprise(9)	2	Fun(4)		Surprise(9)	5	Fun(4)	1	Surprise(9)	4
Happiness(5)				Happiness(5)				Happiness(5)			

Question18: After having seen the AMNESTY advertisement, do you consider this ORGANISATION with more interest?

	Not interesting at all	A little bit interesting	Neutral	Interesting	Extremely interesting	I don't know / I don't want to answer
AMNESTY Organisation		2 / 6.6%	10 / 33.3%	17 / 56.6%	1 / 3.3%	

Question19:

	Definitely would not give	Probably would not give	Might or might not give	Probably would give	Definitely would give	Definitely would not give
AMNESTY Donation	5 / 16.6%	6 / 20%	11 / 33.3%	7 / 23.3%	1 / 3.3%	

After having seen the AMNESTY "Stop Human Traffic" advertisement and if you want give a donation to charity, would you give your donation at this organisation rather than another?

You just seen four examples of Guerrilla Marketing campaigns, now the questions are focuses on the Guerrilla marketing concept

Question20: If tomorrow, you will be in presence of Guerrilla Marketing advertising, what would be your first reaction? (Multiple answers allowed)

Questions	Responses	Code	%
A - Call the other people around you to see the advertisement.	9	1	30
B - Take a picture / record a video of this advertising.	15	2	50
C - Share this advertisement on the social networks (Facebook, Twitter, Youtube, Snapchat, blog...).	16	3	53
D - Call / speak with your close relation (Family, Friend, Colleague...) about this advertisement	8	4	26.6
E - Do nothing	6	5	20
F - I don't know / I don't want to answer	0	6	
G - Other, please specify	0	7	

Question21:

Do you agree or disagree that Guerrilla Marketing has more impact than Traditional Advertising in relation to the following three areas: Brand Awareness, Emotional Response and Purchasing Intention. (Traditional Advertising: TV, Press, Billboard, Radio and Cinema)

	Strongly Disagree (1)	Disagree (2)	Neither Agree or Disagree (3)	Agree (4)	Strongly Agree (5)	I don't know / I don't want to answer(6)
Brand Awareness		1 / 3.3%	4 / 13.3%	11 / 36.6%	14 / 46.6%	

	Strongly Disagree (1)	Disagree (2)	Neither Agree or Disagree (3)	Agree (4)	Strongly Agree (5)	I don't know / I don't want to answer (6)
Emotional Response		1 / 3.3%	2 / 6.6%	13 / 43.3%	14 / 46.6%	

	Strongly Disagree (1)	Disagree (2)	Neither Agree or Disagree (3)	Agree (4)	Strongly Agree (5)	I don't know / I don't want to answer (6)
Purchasing Intention	1 / 3.3%	1 / 3.3%	8 / 26.6%	15 / 50%	5 / 16.6%	

Appendix4: Questionnaires for Generation X with coding and results

Dear Participant,

You are invited to participate in a research study that I'm conducting for my final year project.

This survey focuses on an new and unusual type of advertising: Guerrilla marketing.

For almost all questions, you should answer after you have watched a video or seen a photo advertisement.

(There are 21 questions to answer. The survey should take about 10minutes)

Thank you so much for your help.

The definition of Guerrilla Marketing is :

Guerrilla marketing is an alternative type of advertising which focuses on surprise the consumer by a high level of creativity.

Gender	Code	Response	%
Male	1	18	60%
Female	2	12	40%

Shampoo Advertisement

Please watch the Shampoo Advertisement (movie). https://www.youtube.com/watch?v=de_eqV2yHoM

Question1:

After having watched the Shampoo advertisement, could you mark its attractiveness?

	Not attractive at all (1)	A little bit attractive (2)	Neutral (3)	Attractive (4)	Extremely attractive (5)	I don't know / I don't want to answer (6)
Shampoo advertisement		2 / 6.6%	4 / 13.3 %	14 / 46.6%	10 / 33.3%	

Question2:

After having watched the shampoo advertisement, could you rank the emotions you experienced, from 1 to 3? The 1 is the strongest emotion and the 3 is the least strong.

First emotion				Second emotion				Third emotion			
Astonish(1)	2	Humorous(6)	3	Astonish(1)	3	Humorous(6)	10	Astonish(1)		Humorous(6)	6
Disgusting(2)		Joy(7)	3	Disgusting(2)		Joy(7)		Disgusting(2)		Joy(7)	6
Fear(3)		Shock(8)		Fear(3)		Shock(8)		Fear(3)	1	Shock(8)	
Fun(4)	7	Surprise(9)	12	Fun(4)	9	Surprise(9)	6	Fun(4)	9	Surprise(9)	6
Happiness(5)	3			Happiness(5)	2			Happiness(5)	2		

Question3:

	Not interesting at all (1)	A little bit interesting (2)	Neutral (3)	Interesting (4)	Extremely interesting (5)	I don't know / I don't want to answer (6)
Shampoo Brand	2 / 6.6%	4 / 13.3%	6 / 20%	14 / 46.6%	4 / 13.3%	

After having watched the shampoo advertisement, do you consider this BRAND with more interest?

Question4:

After having watched the shampoo advertisement, if you need this kind of product, would you

	Definitely would not buy (1)	Probably would not buy (2)	Might or might not buy (3)	Probably would buy (4)	Definitely would buy (5)	I don't know / I don't want to answer (6)
Shampoo Product		5 / 16.6%	11 / 36.6%	9 / 30%	4 / 13.3%	1 / 3.3%

purchase this brand rather than another?

Question5: PLEASE see the **shampoo press advertisement** (picture).

<http://listdose.com/wp-content/uploads/2013/05/loreal-shampoo.jpg>

After having seen the shampoo press advertisement, do you agree or disagree that Guerrilla Marketing increase brand awareness more than Traditional Advertisement? (Traditional media: TV, Press, Radio,

	Strongly Disagree (1)	Disagree (2)	Neither Agree or Disagree (3)	Agree (4)	Strongly Agree (5)	I don't know / I don't want to answer (6)
Guerrilla Marketing increases brand awareness		4 / 13.3%	6 / 20%	11 / 36.6%	9 / 30%	

Cinema and Billboard)

Toothpaste Advertisement

Please see the toothpaste advertisement (picture).

<https://s-media-cache-ak0.pinimg.com/236x/e1/cc/1d/e1cc1def9616d0449583d1c8ef9cc6cf.jpg>

Question6: After having seen the toothpaste advertisement, could you mark its attractiveness?

	Not attractive at all (1)	A little bit attractive (2)	Neutral (3)	Attractive (4)	Extremely attractive (5)	I don't know / I don't want to answer (6)
Toothpaste advertisement	5 / 16.6%	2 / 6.6%	10 / 33.3%	10 / 33.3%	3 / 10%	

Question7:

After having seen the toothpaste advertisement, could you rank the emotions you experienced, from 1 to 3? The 1 is the strongest emotion and the 3 is the least strong.

First emotion			Second emotion				Third emotion				
Astonish(1)	5	Humorous(6)	3	Astonish(1)	4	Humorous(6)	4	Astonish(1)	3	Humorous(6)	8
Disgusting(2)	3	Joy(7)		Disgusting(2)	4	Joy(7)		Disgusting(2)	3	Joy(7)	2
Fear(3)	3	Shock(8)	4	Fear(3)		Shock(8)	5	Fear(3)	2	Shock(8)	
Fun(4)	3	Surprise(9)	9	Fun(4)	7	Surprise(9)	6	Fun(4)	7	Surprise(9)	3
Happiness(5)				Happiness(5)				Happiness(5)	2		

Question8:

After having seen the toothpaste advertisement, do you consider this BRAND with more interest?

	Not interesting at all (1)	A little bit interesting (2)	Neutral (3)	Interesting (4)	Extremely interesting (5)	I don't know / I don't want to answer (6)
Toothpaste Brand	6 / 20%	3 / 10%	10 / 33.3%	7 / 23.3%	4 / 13.3%	

Question9:

After having seen the toothpaste advertisement, if you need this kind of product, would you purchase this brand rather than another?

	Definitely would not buy (1)	Probably would not buy (2)	Might or might not buy (3)	Probably would buy (4)	Definitely would buy (5)	I don't know / I don't want to answer (6)
Toothpaste Product	5 / 16.6%	4 / 13.3%	13 / 43.3%	6 / 20%	2 / 6.6%	

Question10: PLEASE watch the **toothpaste TV advertisement** (movie)

<https://www.youtube.com/watch?v=SZQMfhKt12U>

After having watched the toothpaste TV advertisement, do you agree or disagree that Guerrilla Marketing increase the emotional response more than Traditional Advertisement? (Traditional media: TV, Press, Radio, Cinema and Billboard)

	Strongly Disagree (1)	Disagree (2)	Neither Agree or Disagree (3)	Agree (4)	Strongly Agree (5)	I don't know / I don't want to answer (6)
Guerrilla Marketing increases emotional response	3 / 10%	2 / 6.6%	3 / 10%	9 / 30%	12 / 40%	1 / 3.3%

Coca-Cola Advertisement

Please watch the Coca-Cola Advertisement (movie).

<https://www.youtube.com/watch?v=6Ih0DrTuufc>

Question11: After having watched the Coca-Cola advertisement, could you mark its attractiveness?

	Not attractive at all (1)	A little bit attractive (2)	Neutral (3)	Attractive (4)	Extremely attractive (5)	I don't know / I don't want to answer (6)
Coca-Cola advertisement		2 / 6.6%	5 / 16.6%	12 / 40%	11 / 36.6%	

Question12: After having watched the Coca-Cola advertisement, could you rank the emotions you experienced, from 1 to 3? The 1 is the strongest emotion and the 3 is the least strong.

First emotion				Second emotion				Third emotion			
Astonish(1)		Humorous(6)	4	Astonish(1)		Humorous(6)	6	Astonish(1)	1	Humorous(6)	6
Disgusting(2)		Joy(7)	3	Disgusting(2)		Joy(7)	4	Disgusting(2)		Joy(7)	12
Fear(3)		Shock(8)		Fear(3)		Shock(8)		Fear(3)		Shock(8)	
Fun(4)	6	Surprise(9)	3	Fun(4)	9	Surprise(9)	8	Fun(4)	4	Surprise(9)	6
Happiness(5)	14			Happiness(5)	3			Happiness(5)	1		

Question13: After having watched the Coca-Cola advertisement, do you consider this BRAND with more interest?

	Not interesting at all (1)	A little bit interesting (2)	Neutral (3)	Interesting (4)	Extremely interesting (5)	I don't know / I don't want to answer (6)
Coca-Cola Brand	3 / 10%	3 / 10%	6 / 20%	14 / 46.6%	4 / 13.3%	

Question14:

After having watched the Coca-Cola advertisement, if you need this kind of product, would you purchase this brand rather than another?

	Definitely would not buy (1)	Probably would not buy (2)	Might or might not buy (3)	Probably would buy (4)	Definitely would buy (5)	I don't know / I don't want to answer (6)
Coca-cola Product	1 / 3.3%	4 / 13.3%	15 / 50%	6 / 20%	4 / 13.3%	

Question15: PLEASE see the Coca-Cola billboard on the screen (picture)

<http://payload.cargocollective.com/1/0/28132/332088/coke%20billboard.jpg>

After having seen the Coca-Cola billboard, do you agree or disagree that Guerrilla Marketing increase the purchasing intention more than Traditional Advertisement? (Traditional media: TV, Press, Radio, Cinema and Billboard)

	Strongly Disagree (1)	Disagree (2)	Neither Agree or Disagree (3)	Agree (4)	Strongly Agree (5)	I don't know / I don't want to answer (6)
Guerrilla Marketing increases purchasing intention		3 / 10%	6 / 20%	9 / 30%	12 / 40%	

AMNESTY "Stop Human Traffic" advertisement

Please see the AMNESTY "Stop Human Traffic" advertisement

http://img.weburbanist.com/wp-content/uploads/2009/07/suitcases_15.jpg

Question16: After having seen the AMNESTY "Stop Human Traffic" advertisement, could you mark its effectiveness?

	Not effectiveness at all (1)	A little bit effectiveness (2)	Neutral (3)	Effectiveness (4)	Extremely effectiveness (5)	I don't know / I don't want to answer (6)
AMNESTY advertisement		2 / 6.6%	3 / 10%	11 / 36.6%	14 / 46.6%	

Question17: After having seen the AMNESTY advertisement, could you rank the emotions you experienced, from 1 to 3? The 1 is the strongest emotion and the 3 is the least strong.

First emotion				Second emotion				Third emotion			
Astonish(1)	4	Humorous(6)		Astonish(1)	12	Humorous(6)		Astonish(1)	7	Humorous(6)	
Disgusting(2)		Joy(7)		Disgusting(2)	6	Joy(7)		Disgusting(2)	8	Joy(7)	
Fear(3)	6	Shock(8)	15	Fear(3)	5	Shock(8)	7	Fear(3)	6	Shock(8)	3
Fun(4)		Surprise(9)	5	Fun(4)		Surprise(9)		Fun(4)		Surprise(9)	6
Happiness(5)				Happiness(5)				Happiness(5)			

Question18: After having seen the AMNESTY advertisement, do you consider this ORGANISATION with more interest?

	Not interesting at all	A little bit interesting	Neutral	Interesting	Extremely interesting	I don't know / I don't want to answer
AMNESTY Organisation		4 / 13.3%	3 / 10%	12 / 40%	11 / 36.6%	

Question19:

	Definitely would not give	Probably would not give	Might or might not give	Probably would give	Definitely would give	Definitely would not give
AMNESTY Donation		3 / 10%	10 / 33.3%	9 / 30%	8 / 26.6%	

After having seen the AMNESTY "Stop Human Traffic" advertisement and if you want give a donation to charity, would you give your donation at this organisation rather than another?

You just seen four examples of Guerrilla Marketing campaigns, now the questions are focuses on the Guerrilla marketing concept

Question20: If tomorrow, you will be in presence of Guerrilla Marketing advertising, what would be your first reaction? (Multiple answers allowed)

Questions	Responses	Code	%
A - Call the other people around you to see the advertisement.	11	1	36.6%
B - Take a picture / record a video of this advertising.	12	2	40%
C - Share this advertisement on the social networks (Facebook, Twitter, Youtube, Snapchat, blog...).	10	3	33.3%
D - Call / speak with your close relation (Family, Friend, Colleague...) about this advertisement	6	4	20%
E - Do nothing	6	5	20%
F - I don't know / I don't want to answer	2	6	6.6%
G - Other, please specify	0	7	

Question21:

Do you agree or disagree that Guerrilla Marketing has more impact than Traditional Advertising in relation to the following three areas: Brand Awareness, Emotional Response and Purchasing Intention. (Traditional Advertising: TV, Press, Billboard, Radio and Cinema)

	Strongly Disagree (1)	Disagree (2)	Neither Agree or Disagree (3)	Agree (4)	Strongly Agree (5)	I don't know / I don't want to answer(6)
Brand Awareness		3 / 10%	5 / 16.6%	10 / 33.3%	12 / 40%	

	Strongly Disagree (1)	Disagree (2)	Neither Agree or Disagree (3)	Agree (4)	Strongly Agree (5)	I don't know / I don't want to answer (6)
Purchasing Intention		5 / 16.6%	12 / 40%	10 / 33.3%	3 / 10%	

	Strongly Disagree (1)	Disagree (2)	Neither Agree or Disagree (3)	Agree (4)	Strongly Agree (5)	I don't know / I don't want to answer (6)
Purchasing Intention		1 / 3.3% 16.6%	12 / 40%	10 / 33.3%	13 / 43.3% 3 / 10%	

Appendix 5: Street marketing - Floor stencils & Tarmac 'advertising

Brand : Mr Clean



Brand : Jeep

Message: With jeep you can park everywhere



Brand: Folgers

Message: Hey, city that never sleeps. Wake up with Folgers



Brand: K2r

Message: Try K2r



Brand: Vijay Sales

Message: Need a new barbecue? Call Vijay Sales at 2421010/17



Brand: LEGO

Message: Education Centre Address

Appendix 6: Street marketing - 3D Art



Brand: Lipton
Idea: Real tea bag



Copenhagen zoo
Idea: Snake Bus

Campaign against landmine
Idea: Ketchup sachet



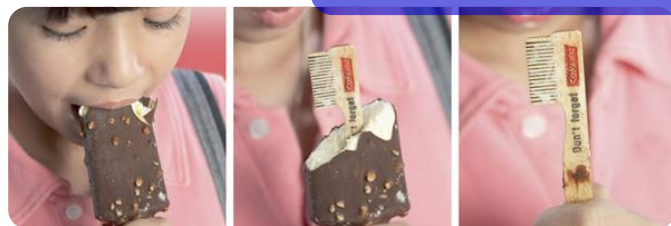
Movie: Go back to Pompeii
Idea: Lava conveyor belt



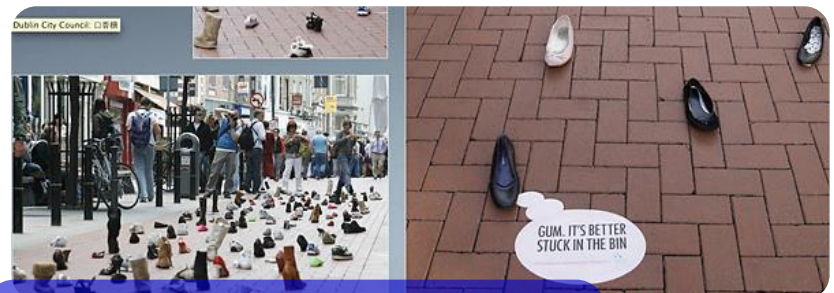
Brand: Nivea
Idea: Good-bye cellulite



Brand: Colgate
Idea: toothbrush in ice-cream



Brand: H&M
Idea: Huge hanger



Dublin City Council
Idea: Sticky shoes
Message: Gum it's better stuck in the bin

Appendix 7: Street marketing - Graffiti



“The Irish Pub "The Bernard Shaw" uses the vacant wall nearby to highlight its location. Its facade is also decorated by some graffiti to attract the customer eye. “



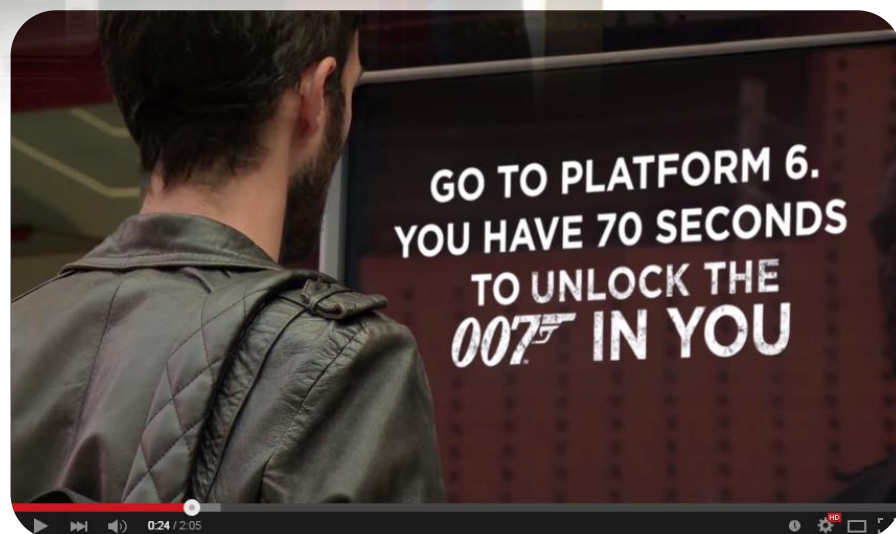
“In this picture, local electricity board ESB worked with the municipal authorities to revitalise the cultural quarter in Dublin by using a Street artist to work on the theme of Electricity on an old Building they own in the district”

Appendix 8: Offline gamification - Coca-Cola

Unlock the 007 in you. You have 70 seconds!

Coke Zero challenged unsuspecting train passengers to unlock the 007 in them for their chance to win exclusive tickets for the new James Bond movie SKYFALL. However, the exclusive tickets weren't free. People had to go the extra mile and unlock their inner 007 in less than 70 seconds to win.

Link you tube: <https://www.youtube.com/watch?v=RDIZonzajNU>



Appendix 9: Guerrilla marketing and ambient marketing campaign

What is the difference between guerrilla marketing and ambient marketing campaign?

The idea of ambient marketing concept is to place advertisings on unusual things or in unusual places. An ambient campaign is based on three data: location, method and time. The key to a successful ambient campaign is to choose the most unexpected media in relation to the advertising place (Lum, 2012). Guerrilla marketing includes also the unusual aspect of advertising. However, a guerrilla marketing campaign attract also the viewer emotions. The message, the media chosen, the place chosen and the duration chosen create together a synergy. A guerrilla marketing is more like a "face to face" campaign with the viewer while an ambient marketing is more like "create a gap to attract the customer" (Jurca, 2012).

Table : Difference to guerrilla marketing and ambient media

	Guerrilla Marketing	Ambient Marketing
Goal	<ul style="list-style-type: none"> ▪ Take people by surprise, make an indelible impression and create a huge impact in the WoW. ▪ Touch the consumer at a more personal and emotional level 	<ul style="list-style-type: none"> ▪ Create a gap between the message, the media chosen, the place chosen and the duration chosen, to attract the customer

Source Lum 2012

Appendix 10: Shock Guerrilla Campaigns



Anti-smoking campaign



Message: There are better way to make career



Campaign against landmine

Against the hunger in the world



Message: Stop Human Traffic AMNESTI International

Appendix 11: Vodafone

Vodafone Streaks through Telstra Stadium



Vodafone took an additional risk with this stunt by performing it in Telstra Stadium. Telstra is one of their main competitors in the Australian phone market. While the stunt certainly got Vodafone a lot of press, most of it was negative.

During the 2002 Bledisloe Cup match, two stalkers appeared on the field. As stalkers do, they scurried across the field wearing nothing ... except Vodafone logos painted across their backs. Their presence was largely disruptive, not exciting, and may have caused a game-winning kick to be missed, resulting in many angry fans.



Source: 9 of the Most Shocking Guerrilla Marketing Campaigns of All Time - <http://blog.hubspot.com/>

Appendix 12: DHL is Faster

This video explain, how delivery services like UPS were tricked into toting around large packages that were essentially mobile billboards saying, "DHL is faster." The stunt was supposedly accomplished by wrapping the boxes in thermo-active foil that, when cooled, hid the message until well after the packages had been picked up by the competition.

For more information, link of the YouTube video:

<https://www.youtube.com/watch?v=vHVWegNfQI0>.



**Step 1:
Freezing of the package**

**Step 2:
The DHL
competitors pick up
the frozen package**



**Step 3:
The DHL competitors
offer a great
advertising to DHL**

Appendix 13: Coca Cola and Happiness Guerrilla Marketing Campaigns

Coca-Cola Creates Park: Roll Out Happiness



Coca-Cola decided to go about it by making the city a little less gray. A Coca-Cola truck rolled out a coke bottle shaped piece of grass in the middle of a busy city center. A simple sign encouraged onlookers to kick off their shoes and enjoy a cool and refreshing Coca-Cola on the turf. A special vending machine dispensed free soda to those who took off their shoes.

Also Coca-Cola has installed a tree with some toys, music instruments and sports balls to everybody could enjoy it.

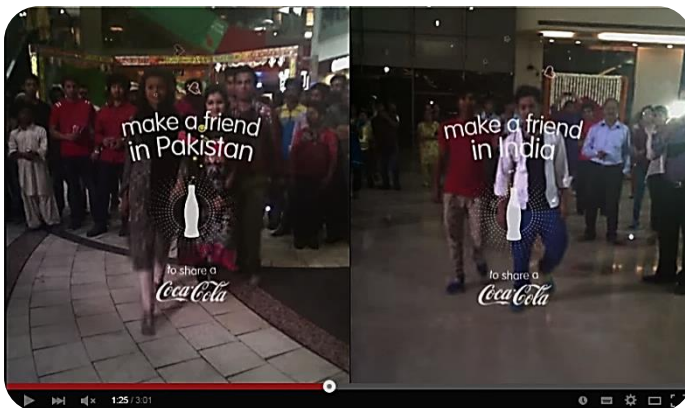
Source: Coca-Cola's Roll Out Happiness Pop-Up Park - www.creativeguerrillamarketing.com/Campaign

For more information:

www.youtube.com/watch?v=6Ih0DrTuufc&t=93



Coca-Cola Creates Small World Machines - Bringing India & Pakistan Together



The “Small World Machines” provided a live communications portal linking strangers in two nations divided by more than just borders, with the hope of provoking a moment of happiness. Coca-Cola has used first-of-its-kind 3D touchscreen technology to project a streaming video feed onto the vending machine screen while simultaneously filming through the unit to capture a live emotional exchange. People from both countries and various walks of life were encouraged to complete a friendly task together – wave, touch hands, draw a peace sign or dance – before sharing a Coca-Cola.

Source: *Happiness Without Borders* - www.coca-colacompany.com

For more information:

www.youtube.com/watch?v=ts_4vOUDImE



Appendix 14: The Aqua Teen Hunger Force Lite Brite Bomb Scare

The marketing team who tried to execute a 10-city Lite Brite extravaganza to promote the new Aqua Teen Hunger Force movie. Lite Brite works of art, shaped like characters from the movie, were attached to highly-traveled structures like bridges and overpasses. In Boston, the Lite Brite was placed in a busy transportation hub and was mistaken for a homemade bomb. A massive evacuation was conducted and Boston police got involved, suspecting terrorist.



While this certainly earned Aqua Teen Hunger Force a whole bunch of publicity, it was likely not the kind they were looking for -- especially not when one of the headlines reads "Two held after ad campaign triggers Boston bomb scare."

Source: *9 of the Most Shocking Guerrilla Marketing Campaigns of All Time* - <http://blog.hubspot.com/>



Appendix 15: The Coca Cola Friendship Machine

What if you can climb up a huge Coke machine and get 2 coke bottles for the price of one?
A promo that only Friendship day can make possible.

Link on you tube: <https://www.youtube.com/watch?v=Bj3QLLTFDX8>



Appendix 16: Budweiser - Buddy Cup

Budweiser created a glass, the Buddy Glass, that has a chip at the bottom. The chip contains the owner's Facebook information. The minute the glass touches another glass with Facebook chips, the two become connected on Facebook allowing the casual acquaintance to possible lifelong friendship... or Facebook friendship.

Source : Budweiser 'Buddy Cup' Connects New Bar Friends to Facebook - www.creativeguerrillamarketing.com

For more informations: www.youtube.com/watch?v=PSwmVxHEFkM



High-tech chip technology integrated with facebook

Technical Aspect



LED confirmation signal



In Practice

The QR Code



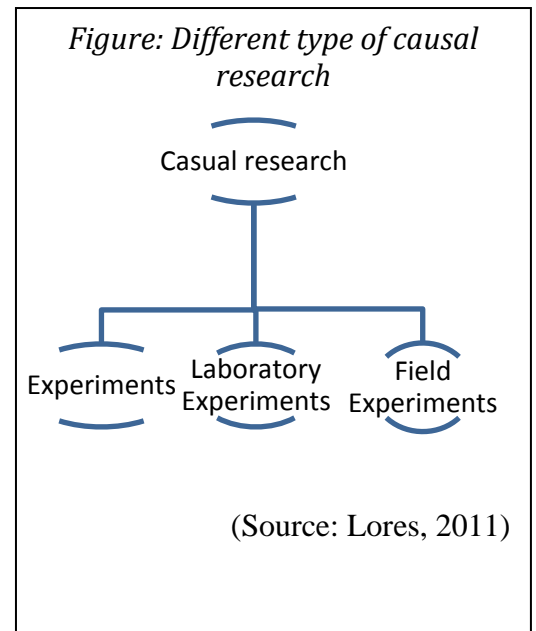
Toast glasses and become Facebook friends

Appendix 17: Methodology techniques and tools rejected

Causal Research

Causal research is used to know cause-and-effect relationships between two or more variables. The Causal research is most estimated when the study goal is to understand the reasons why some market phenomena happen. The most effective tool for the causal research is : the experiments (Lores, 2013). Moreover, for the researcher, it is difficult to determine and control inside and outside study factors (Domegan and Fleming 2007).

The main notion of causality is the idea that one thing causes to the occurrence of another. But the main idea of this study is to determine the current situation of the guerrilla marketing campaign and understand the reactions of the customer. Therefore, here there isn't question of find out why the variable A causes variable B. It's the reason why the causal research design isn't took on in this study



Research tools rejected

Ethnography: "Ethnography literally means 'a portrait of a people.' An ethnography is the detailed observation of consumer during their daily lives using direct observations (recorded or not by video or audio) and some short interviews with the target observed.

In-depth Interview: An in-depth interview is a face to face conversation between the interviewer and interview. This interview is informal; the respondent answers at the questions of the interviewer and expresses his/her thoughts on the subject of interest

Survey: A survey is a cross-sectional study in which the respondents are chosen to be in relation with the sampling population. The purpose of the survey is to generate statistics for then create some averages and percentages representative of the topic.

Appendix 18: Reflective learning diary

What I learned?

From the beginning of the year, the lecture “Project - Business Marketing” has offered me the possibility to create a real project. My lecturer, Jacklyn Tully, with its attractive and interactive class, has opened my mind at this type of study. With the first assessment, “Research proposal”, I understood the issues of the global project. Then in every class, I learned the different sections of the project: Literature Review, Methodology, Data Analysis and Conclusion & Recommendations. In addition, the different meetings with my supervisor have given me a deeper understanding of the issues of the project. To sum up, I learned how to conduct a project with great primary and secondary research.

About the project and the topic, I have chosen “guerrilla marketing” because this type of advertisement is very attractive and according to me is the future of the advertising. In this way, I would discover the different aspects of this topic and to get a perfect understanding of “how to do a guerrilla campaign? Which company uses this type of advertisement? and Why to do a guerrilla campaign?”. With this project, I learned the link between this kind of advertising and the emotional response of people, how and why guerrilla marketing increases the brand awareness and the purchasing behaviour.

Why I did it?

After the research proposal, I plan the rest of my project. In relation with the evolution of the topic in class, I fixed by myself many deadlines to carry out every part of the project. For the literature review and the methodology parts, I focused my efforts on the books available in the DBS library, the Esource and the research online. My deadline for literature review was middle of January and middle of February for the methodology part. Indeed, after to have finished the literature review then the methodology, I set up my second and my third meeting with my supervisor. Directly after, I launched my focus group. For this focus group, I invited the friends of my landlord (5 from gen X) and I asked at 4 students from DBS and at my roommate (5 from gen Y) to come at my focus group. For the questionnaire, I did the half online and the second half offline. For the offline, I did a presentation in front of a class of DBS (gen Y). And for the questionnaires online, I sent it at my personal network and to the

friends of my landlord. Then, I set up two meetings to get all information to finish my project. This planning was useful for me because I knew where I was and what the next step was. According to me, the most learning part is the primary research with focus group and questionnaires.

Reactions

About my reactions throughout the project, they were different for every part. I was very excited and enjoyed at the beginning of the project because I could choose by myself my topic of research and fix my own objective. I was very interested during the research proposal because I taught a lot of things about my topic. For the literature review and methodology parts, I was less enchanted. However, I really appreciated the primary research. I was proud of me, because my focus group was a success. Then, I appreciated too the analysis of the data from my focus group and my questionnaires. Overall I'm conscious that this final year's project, it was a huge project and I'm glad to give the best of me in the research and create a great project.

The activity the most challenging for me; it was the literature review and the methodology part.

According to me, I prefer work with a group than alone. With a group I can split the different missions and every member check the work of the other.

Learned

During the project I get different skills and knowledge like:

- Editorial techniques: Improve my writing.
- Planning: Split the different steps of the project and work on the long term (one year)
- Research: How to find good and usable information.
- Analyse: How to select the good data and explain it.
- Computer Software: Word, DBS library, Esource, Google, Excel, Graph creation.
- Speaking: During my focus group I should present my topic during 2 hours
- Persistence and tenacity : when I couldn't find the good information
- Resourceful: In front of a problem I found an adapted solution.

- Creativity: to elaborate my focus group and my questionnaires
- Guerrilla marketing knowledge
- The rules to elaborate a final year project in Ireland.

To overcome the different challenges, I just remember me than I has chosen to be here, chosen this topic. Then for my next job interviews, I will highlight this project on my CV and during the interviews.

Overall reflection

If I could remake from the beginning of my project, I will change nothing. The topic was perfect for me. With guerrilla marketing topic, I has learned lot of things about the new and unusual media. I'm sure than the knowledge and the skills learned during my project will be very useful for my future job. Concerning my target audience, I will keep it. I think it was a good idea to compare both generation. The gen X and Y represent the current and the future customer. Extend my target at the generation Z and baby-boomers isn't a good idea. The generation Z is too young to understand the issue of guerrilla marketing. And for the baby-boomers generation, the brands never use a guerrilla campaign to catch their attention.

Concerning my advice; I will say:

- Chose a topic interesting for you
- Work weekly to don't be late
- Keep lot of time for your primary research and the data analysis.
- Multiply the meeting with your supervisor because it is the best way to understand deeper the project issues.