Guerrilla Marketing Assignment

Marketing with Mr. Colby
What are we doing?

- Now that you have successfully been introduced to guerrilla marketing and have watched some of the interesting guerrilla marketing campaigns, it is now time for you, the ever-inquisitive student to partner with a classmate or two and create your own powerful guerrilla marketing campaign!
Objective 1: 50 points

- While you are working on the guerrilla marketing campaign to raise the awareness around your “cause” you need to understand and explain the origins of, and where people or organizations have used the following terms in a short written response:
  - Guerrilla marketing
  - Flash mob
  - Burma shave
  - Graffiti
  - Sticker bombing
  - “Astroturfing”
  - “Going viral”
Objective 2: 450 points
Ready to begin...

- What will you be creating a campaign to promote? A **CAUSE**. The cause you choose should be educational and related to school. This will test your growing skills and entrepreneurial creativity in identifying and addressing immediate marketing problems in school.
Where do I begin?

- Begin an informal communications audit of *The Client's* current advertising, public relations & marketing work. Here are some things to think about…
  - What are the most effective efforts? Of those, which is the single most significant?
  - What are the weak points? Of those, which is worst?
  - What two or three things not currently being done should be done right now?
  - Are there informational materials that are missing?
  - What are the competitors doing?
  - How do their current advertising, public relations & marketing efforts compare to your ideas?
  - Is there anything they are omitting that we should pay attention to right now?
Let take a look at two more examples...

- Dirty Water Example
- Sony Xperia Phone Stunt
Here are some ideas, but you may have others...

- Class Fundraisers – Check the school calendar – Juniors Raffle Giveaway, Sophomores Chicken & Biscuit Take-out, Junior Lock-in, Juniors Kickball
- Social Center Play
- Regents Studying Awareness
- Prom Tickets Sales, Prom safety, Prom Dress Sale
- Bullying Prevention
- Art Show
- College Application Process – “How to stick out from the rest”
- I could name a lot more, but this should get you started…
Some example ways to do it...

- A Series of Photographic Posters
- Stickers
- Props
- Sidewalk chalking (well maybe not in winter…)
- Posters in buses
- Banner on the Homepage.
- Bookmarks
- Instagram photo competition focusing on …
- I know that most of you know how to use Microsoft Word, Powerpoint, Google, Facebook, Instagram, Twitter, Email, Microsoft Publisher, Photocopiers, Markers, Scissors, Pencils, etc.

- This list is only a short list of a thousand things you can choose from…
Begin...

- Pick your team
- Put your thinking caps on
- I want you to spend 10 minutes “Googling” Guerrilla Marketing images.
- Brainstorm potential “CAUSES”