How would you advertise a new game for PlayStation?

List 4 ways.

Share and feedback
Activity: Explain and Define

1. Guerrilla Warfare
2. Unconventional
Guerrilla Marketing

- It is a body of unconventional ways of pursuing conventional goals
Chatterbox – 2 minutes

- Look at the examples that follow on the next slides.
- Discuss with your partner – can you think of at least two more companies that have used a similar strategy?
- Share and feedback.
Dental implant insurance from €9.90 per month

0800 999 4420 (Freephone) or www.kqv.de
Homework

- Make a list of 5 advertisements you see between now and tomorrow’s class.
- In a P.Q.E paragraph, explain which advert is most memorable and why?
Title: Guerrilla Advertising in T.V. format

**Starter:**
Define Guerilla advertising.

List 2 examples.

Share and feedback

L. Lenihan 2015
Definition

- Unconventional marketing intended to get maximum results from minimal resources
- Relies on time, energy and imagination, rather than big euros.
- Engage highly targeted audiences, simply to grab consumers who are so inundated with advertisements
- Audience is left unaware they have been advertised to, while leaving the desired impression for the product.
Homework Check

- Make a list of 5 advertisements you see between now and tomorrow’s class.
- In a P.Q.E paragraph, explain which advert is most memorable and why?
- Swap.
- Label P. Q (evidence). E in your partner’s work.
- Explain the similarities and differences between the adverts ye chose.
2 Ads – which is more effective?

- Advert 1
  https://www.youtube.com/watch?v=316AzLYfAzw

- Advert 2
  https://www.youtube.com/watch?v=ZIkPeZKP-d4
Point.
Introduce what your paragraph is going to be about.

- Both advertisements have used...
- The first advertisement seems...
- In the ______________ advertisement...
Quote..

where's your proof?
Back up your point with a relevant, nicely introduced quotation. (Put it in quote marks)

- For example...
- This is seen where it says...
- This is shown in the line...
Explain the effect... how the words in your quotation make the reader think and feel.
Sentence starts

- This gives the impression that...
- This makes it sound very...
- This makes the reader feel...
- The use of the word ‘___’...
Homework

- Make a list of 5 rules companies should follow when creating a Guerrilla Advertising Campaign.
- Justify your rules.
Starter Homework check:
Share your rules with your partner.

Choose the top five most important

Share and feedback

L. Lenihan 2015
Rules for Campaigns

1. Secrecy
2. Unexpected event
3. Unexpected location
4. Rapid
5. Planning
6. Message
7. Respect
8. Film It
Pros and Cons of Guerrilla Advertising?

<table>
<thead>
<tr>
<th>Positives</th>
<th>Negatives</th>
</tr>
</thead>
</table>

L. Lenihan 2015
Examine carefully the images on Page 2 and Page 3 of Paper X which accompanies this examination paper. The images show anti-littering campaigns run by two city councils. Limerick City Council used a traditional poster campaign, while Dublin City Council opted for a guerrilla advertising campaign. 

In guerrilla advertising, events are staged which surprise, shock or amuse people in order to draw attention to a product, campaign or issue.

(a) In your view, who is the target audience in the case of each of the anti-littering campaigns shown? Explain your answer. (10)

(b) Using your knowledge of advertising and media studies, outline one way Dublin City Council could continue its anti-littering campaign. (10)

(c) In your view, what are the advantages and disadvantages of the two types of campaign illustrated on Page 2 and Page 3 of Paper X? Explain your answer. (20)
(a) In your view, who is the target audience in the case of each of the anti-littering campaigns shown? Explain your answer. (10)
OUTDOOR CAMPAIGN HIGHLIGHTING THE EFFECT OF DISCARDED GUM.

PROBLEM.
Too much gum discarded on the streets of Dublin.

SOLUTION.
We took a key shopping location and stuck hundreds of shoes to the street with gum.
Message - ‘GUM. IT’S BETTER STUCK IN THE BIN’.

RESULT.
Hundreds of onlookers taking photos and video.
Coverage by local media, social network sites and consumer blogs. Low budget. Big noise.
Point.
Introduce what your paragraph is going to be about.

- Both advertisements have used...
- The first advertisement seems...
- In the _____________ advertisement...
Quote...

where's your proof?
Back up your point with a relevant, nicely introduced quotation. (Put it in quote marks)

- For example...
- This is seen where it says...
- This is shown in the line...
Explain the effect... how the words in your quotation make the reader think and feel.
Sentence starts

- This gives the impression that...
- This makes it sound very...
- This makes the reader feel...
- The use of the word ‘___’...
The Limerick City Council ‘take away’ poster campaign could appeal to:

- students/young people
- people who are out late at night
- people who consume fast food
- older people who are careless with litter
- people with a sense of pride in their city: ‘Love Limerick’
- Etc.
The Dublin City Council

- ‘shoes on the street’ campaign could appeal to:
  - passing pedestrians
  - young people who might be more likely to chew gum
  - people who might be more likely to appreciate this kind of advertising
  - people who are technologically literate
  - random/anyone/shoppers on that street, at that time
  - people who value a clean environment: gum is better stuck in the bin
  - Etc.

Expect candidates to identify target audience(s) for each campaign and to justify their choice. Answers should be supported by reference to some aspect/s of the campaigns shown.
(b) Using your knowledge of advertising and media studies, outline one way Dublin City Council could continue its anti-littering campaign. (10)
Candidates could suggest:

- another (similar) guerrilla campaign inspired by this one
- an internet pop-up campaign
- a social media campaign
- a viral campaign
- a radio campaign
- a television advertisement featuring people’s reactions to the shoes
- newspaper articles or advertisements featuring reaction to the shoe campaign
- a poster/billboard campaign
- Etc.

Candidates should identify one way Dublin City Council could continue its anti littering campaign. They should also outline why their chosen way would add to or enhance the preceding campaign.
(C) In your view, what are the advantages and disadvantages of the two types of campaign illustrated on Page 2 and Page 3 of Paper X? Explain your answer. (20)
Traditional poster campaign

- **Advantages**
  1. familiar
  2. long lasting
  3. appealing to an older audience
  4. inexpensive to produce
  5. visually appealing
  6. clear in meaning and intent and easy to understand

- **Disadvantages**
  1. may actually add to the litter in the area or be an eyesore
  2. can easily be ignored
  3. get torn down, vandalised or weather damaged
  4. may appeal more to older people
  5. may have a limited potential audience
  6. can be dull, not engaging.
In your view, what are the advantages and disadvantages of the two types of campaign illustrated on Page 2 and Page 3 of Paper X? Explain your answer. (20)
Guerrilla advertising campaign

- Advantages
  1. surprise, shock or amuse people
  2. be unusual enough to get attention (not easily ignored)
  3. be inexpensive
  4. reach a much larger audience through word of mouth and social media
  5. appeal to the youthful target market who chew gum
  6. be dramatic

- Disadvantages
  1. confuse people if the message is not clear
  2. be a one off event, the posters would have greater longevity
  3. require greater manpower/effort than a poster campaign
  4. rely too much on technology for success