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Guerilla Marketing An Unconventional Marketing Strategy For Product Marketing In Gift Shops And Accessories Including Luxury Brands.

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Abstract

Guerrilla marketing is an advertising approach that emphasizes the use of low-cost marketing strategies to maximize the amount of exposure that a product or service receives. American business writer Jay Conrad Levinson coined the phrase "guerrilla marketing" in his 1984 book "Guerrilla Advertising." Since the internet first came into being, guerrilla marketing has become increasingly popular among marketers. In guerilla marketing, originality is crucial. Guerrilla marketing utilises similar techniques to guerilla warfare, but from a marketing standpoint. Guerrilla warfare uses tactics including ambushes, raids, and elements of surprise. The purpose of such a plan is to surprise the customer, make a deep impact, and generate a lot of conversation on social media. In contrast to conventional marketing and advertising, the goal is to leave a deep and enduring impression on customers. The marketing discipline known as "guerrilla marketing" employs unusual strategies to advance a brand or product. Guerrilla marketing campaigns can be conducted by brands offline, online, or a combination of the two.

Keywords; Unconventional Marketing, Advertisement, Sales, Product Services.

How Guerrilla Marketing helps in advertising and make profit.

1. Elevated awareness of the brand- The main goal of guerilla marketing is to generate buzz about a business. Unconventional and provocative advertising initiatives are ideal for increasing brand recognition.
2. Differentiating oneself from rivals-When it comes to differentiating your company from rivals, bold and memorable guerilla marketing strategies are just as effective as a distinctive value offer.
3. Emotional ties to a certain brand. -A single campaign can establish a deep bond between a brand and a customer since guerilla marketing is effective at evoking strong feelings in its target audience. The foundation of solid, enduring relationships with customers is this relationship.
4. Forming alliances. -The majority of guerilla marketing initiatives are intricate projects that call for cooperation between numerous companies or groups. Thus, guerilla marketing may serve as the ideal foundation for forming.

How to Launch a Marketing Guerrilla Campaign

1. Learn about your target audience.
2. Establish objectives
3. Examine your surroundings
4. Create a method
5. Carry out your strategy
6. Assess outcomes

1. Learn about your target audience.

Knowing your audience is a cornerstone of your guerrilla marketing success. To trigger emotions with your marketing campaigns, you need to know your audience's desires, fears, and pain points. Now when you sell products on gifts and accessories you should know what kind of emotions get triggered among the customers. Now Customers can vary from any age from a small kid to teenager to a grown-up adult, middle age and senior citizen. To learn more about your target customers, and explore your current customers. Depending on the demographic variables we can also keep products which may influence the emotions of the product.

2. Establish objectives

Guerrilla marketing often aims to create buzz and increasing brand equity awareness. However, you may want to use your own marketing strategies to drive sales as well. Keep in your mind that Marketing goal resonates with your product service objectives and demand of the customers. The best way to increase sales for your guerrilla marketing strategy is to predict on the previous results. If you're starting from a small entrepreneur benchmark

your goals with the other potential competitors' strategy and it will direct you for better ideas in marketing strategy.

3. Examine your surroundings

First, we should analyze what kind of products your competitors keeps for depending on the demand of the market.

Different types of demand of the market and customers.

Christmas gifts, New year gifts, accessories, stationaries, perfumes, Toys and gift cards, Anniversary gifts, beauty and personal cares, Home Decors, Flowers, Birthday gifts, festival, special occasion and wedding gifts.

4. Create a method

How to find a technique for your guerrilla marketing campaign is nothing but a good old brainstorming which can help you to climb your business ideas. First you have to study various types of different generation that is generation Millennials, generation Z and the new generation so called generation Alpha. Now depending on the generations there comes a emotions, a cycle of fashion trends, a new way or a model to inform the customers about a trending product which can look cool if they own it.

5. Carry out your strategy

A guerrilla marketing campaign is a complex undertaking. It requires you and your partners to consolidate a lot of efforts. For instance, to make a poster or marketing strategy go popular in a public place, you need to form the pitch, create the design, print, and glue the poster. Make sure each stage of work is done properly and people becomes amazed by it. Before you launch your campaign, give it one last thorough inspection to ensure that it won't fail. Consider the impression and response that your message may have on your target audience. Look for potential weaknesses and project how they might impact the campaign as a whole and lastly there's always the possibility that nothing works out. It is something you should think about, anticipate the worst-case situation, and create a backup plan in case it happens.

6. Measure results

Since the general goal of guerilla marketing efforts is to generate buzz, it could be challenging to gauge their effectiveness. Here are a few pointers in case you are having trouble locating them.

- Pay attention to media mentions of your brand. Provocative campaigns that are successful always garner a lot of media attention.
- Apply social listening techniques. You may monitor social media talks about your campaign to determine whether it was successful by using services like Mention or Agorapulse.

- Carry out investigations. You can ask random people and your consumers in a poll how they feel about your brand following the campaign and whether they have heard about it.

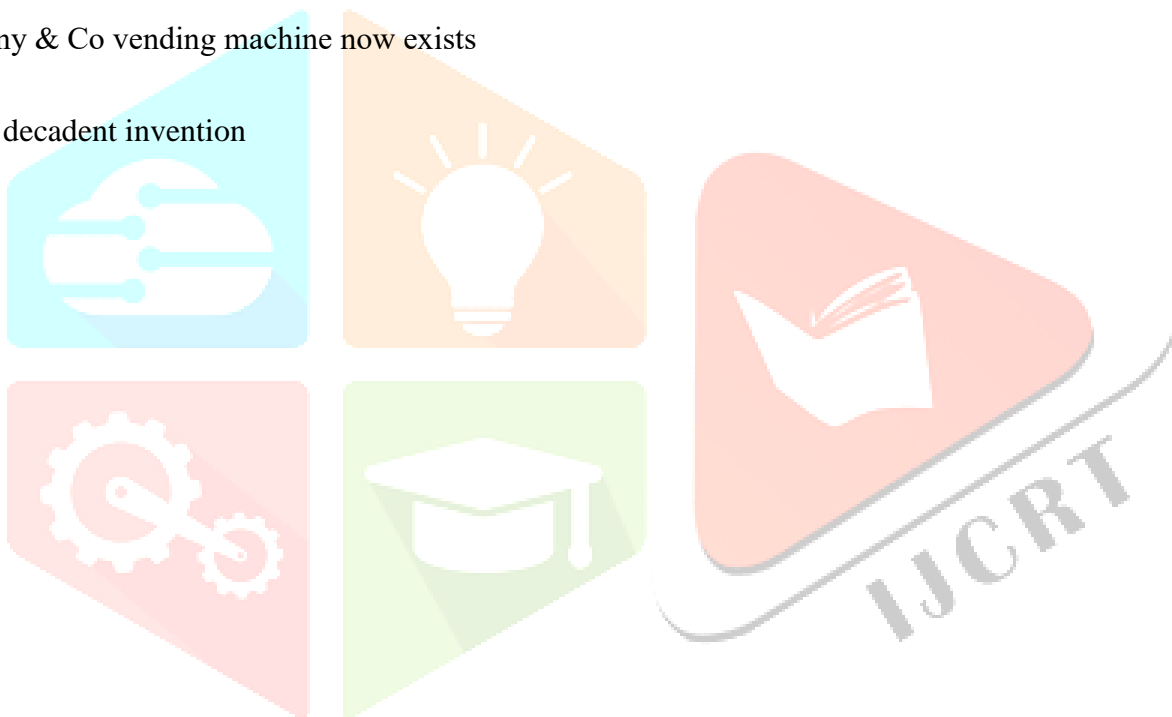
- Evaluate "after" and "before." Measure sales both prior to and following a guerilla marketing effort to determine its impact on your business.

Naturally, you cannot achieve the same level of accuracy with guerilla marketing as you can with digital marketing. That being said, the strategies mentioned above will assist you in gauging the success of your campaign.

Having this action plan at your disposal will help you launch a guerilla marketing campaign without overlooking any crucial details. It's time to get into the specifics and discover some practical tactics.

A Tiffany & Co vending machine now exists

A truly decadent invention





Source; <https://www.harpersbazaar.com/uk/fashion/jewellery-watches/a22573992/a-tiffany-and-co-vending-machine/>

In its new London location, Tiffany & Co. has unveiled what may be the most decadent vending machine in the world. Tiffany has placed a vending machine inside the area, where customers can purchase the company's own fragrance rather than a chocolate bar or a package of chips. The brand hopes that this will foster creativity and playfulness.

The machine is part of a new contemporary space inside Tiffany's latest boutique, which opened earlier this month in Covent Garden. As well as the world's chicest vending machine, the jewellery brand has installed a number of other elements to encourage creativity. This includes Tiffany Blue wooden crates displaying whimsical 'Everyday

Object' accessories and a #MakeItTiffany personalization bar. The machine is a component of the brand-new, modern area within Tiffany's newest store, which debuted in Covent Garden earlier this month. In addition to the chicest vending machine in the planet, the jewellery brand has incorporated several other features to foster creativity. This has a #MakeItTiffany customization bar and wacky 'Everyday Object' accessories displayed in Tiffany Blue wooden crates.



Source;<https://www.travelagentcentral.com/europe/louis-vuitton-opens-pop-exhibition-cafe-paris>

December 2022 saw the opening of Louis Vuitton's LV Dream, a one-year pop-up exhibition featuring a café, across the street from Cheval Blanc Paris. The nine rooms in the exhibition showcase antique furniture, leather valises, and steamer trunks, providing a comprehensive look into the 160-year history of the firm. The later rooms feature clothing and accessories from its early 2000s partnerships with artists and designers such as Jeff Koons, Takashi Murakami, Yayoi Kusama, Stephen Sprouse, and others.

Maxime Frédéric, the Le Cheval Blanc's award-winning pastry chef, has devised an exclusive pastry menu for the café located upstairs. The white marble bar that serves as the café's focal point is where all of the exquisitely crafted pastries and sweets are individually showcased. Each pedestal is protected by a glass dome. We determined that it was imperative to sample one of the pastries because they are adorned with the recognizable Louis Vuitton logo in a clever manner on several of them.

CONCLUSION

In this Marketing strategy we have observed how a different and unconventional Marketing strategy can help to attract the customers and do different from the competitors and traditional marketing strategy. A marketing strategy which creates the buzz is something which pulls the crowd. In this article we have concluded that Tiffany & Co. has brought to us what may be the most decadent vending machine in the world. Tiffany has placed a vending machine inside the area, where customers can purchase the company's own fragrance rather than a chocolate bar or a package of chips which sounds different. The brand hopes that this will foster creativity and playfulness is the new idea which creates new types of strategy in marketing which might attract the crowd. Louis Vuitton brand has showcased antique furniture, leather valises, and steamer trunks etc. Several traditional marketing strategies

had a various impact on sales and advertisement but an unconventional marketing strategy can add the popularity to the sales strategy and increase the brand product sales.

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