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# Guerrilla Advertising: Unconventional Brand Communication



## Synopsis

The advertising industry is in a state of flux. In an age where we can choose what media we consume, the traditional channels of TV, press and poster are no longer always the most effective methods for a brand to reach its target audience. As a result, global brands are opting to implement ever more inventive and original schemes to get their projects talked about. Microsoft covered Manhattan in butterfly stickers, Volkswagen made a car out of ice and parked it on a London street, and Adidas suspended two soccer players high above the streets of Tokyo for a death-defying faceoff. This book shows the best international examples of the varied and inventive tactics that are being used today by big-name brands, non-profit organizations and individuals to promote themselves, their ideas and their products. Over 70 international campaigns are featured, grouped according to their approach: stunts, street propaganda, sneaky tactics, site-specific campaigns and multi-fronted attacks.

## Book Information

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## Customer Reviews

Gavin Lucas is Staff Writer at the leading monthly communication arts journal Creative Review. Mike Dorrian has been a designer for the last 13 years. He has co-edited and designed numerous books, including the highly successful Business Cards.

Great examples of impressive outdoor campaigns. The stuff clients would like to have, even though only a few of them have the stomach to approve it. Marketing in pure status, great ideas, lots of

them very inexpensive, some difficult to execute because of legal restrictions. A book to have in any library if you like effective advertising. This would be a book which would be difficult to sell over 's Kindle device because of the pictures.

The book was shipped and delivered quickly, and arrived in good shape. It was much less than the school's book store price. Don't know that you could ask for more.

Came in the same condition it said it would be in: new. It arrived on time and I didn't have to worry that it wasn't coming. Great service!

For someone who is interested in getting a full view on what unconventional means this book is simply cut-out for this exact purpose. As a person who has been in the industry for 2 years only and wants to get a more in-depth view of the advertising way of thinking and a better taste of the industry's potential future, I simply loved the book. Many different case studies, simple and concise presentations, great layout as a book and a source of getting out of the box and into the creative power of the mind.

It's a nice book. But it's just a nice selection of advertising cases to browse, it's funny to give it a look, it's cool to keep it on a table or shelves in your office. But there's little to none in-depth analysis, and I didn't find it particularly useful as food for thoughts. I do not regret buying it.

I agree that this book will be out of date soon but it is nice to see where this type of advertising started. Many of these were the first of its kind and truly innovative. Nice, large photos with some explanations. I think it is a good book to keep on your bookshelf as a reference.

Advertising in its traditional form is dying. This book gives a little bit of hope for professionals, who are worried about changing field of advertising. Very good examples, enough pictures and clear message.

It's not bad but it'll be out dated in a few years just because the subject matter changes so quickly.

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