

GUERRILLA MARKETING ANALYSIS

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GUERRILLA MARKETING: DEFINITION

“Guerrilla marketing is any number of unconventional or unusual marketing tactics carried out with minimal resources. Guerrilla marketing differs from traditional marketing in that it often relies on personal interaction and smaller budgets. The goal of guerrilla marketing is to generate buzz and increase profits, not sales.”

TYPES OF GUERRILLA MARKETING

Advantage Marketing: Advantage marketing is a form of guerrilla marketing that takes advantage of negative situations that arise with competitors.

Ambient Marketing: Ambient marketing promotes products and services in more subtle ways through symbolic recognition. It relies on brand recognition and how the brand makes consumers feel.

Co-Relationship Marketing: Co-relationship marketing promotes mutually beneficial relationships between businesses in unusual ways.

Grassroots Marketing: Grassroots marketing is about building relationships with customers one-by-one through online forums or in-person meetings.

Off The Wall: Any form of marketing that goes against the grain is viewed as experimental marketing, and is a common component of most types of guerrilla marketing.

Product Placement: Product placement promotes products and services through movies and television programs. The product or service is seen or mentioned in the program or movie.

Street Marketing: Street marketing literally takes a business to the streets, passing out promotional items or offering free product samples to everyone who passes by.

Undercover Marketing: Undercover marketing involves paid individuals posing as customers for a brand to entice interest in the product.

Viral Marketing: A viral campaign uses existing communication networks (e.g. people, groups, social networking websites, etc.) to generate buzz through word-of-mouth promotion. These campaigns are unpredictable and spread rapidly (like a virus).

Sources: "10 Different Forms of Guerrilla Marketing" by Lisa McQuerrey, "Types of Guerrilla Marketing" by Buzzle.com



GUERRILLA MARKETING: BANKING EXAMPLES

National Bank of Australia:



THE CAMPAIGN: NAB released its "Break Up" campaign on Valentine's Day. NAB's "break-up" campaign included: a series of newspaper ads, YouTube videos, street team stunts, chalk drawings on sidewalks, banners strung from helicopters, guerilla tweets, a special website and light projections on the sides of buildings.

WHY IT WORKED: It was over-the-top, got consumer and competitor attention, and was funny. The campaign did exactly what guerrilla campaigns are supposed to do: It generated buzz.

TD Bank:



THE CAMPAIGN: TD Bank launched a "Random Acts of Convenience" campaign to promote its convenience (e.g. 7-day banking, free coin counting, extended hours). The campaign included: "Convenience Crews" giving away 20,000 umbrellas on rainy days in NYC and Philadelphia, 25,000 cups of coffee in NYC and Philadelphia, 150,000 premium shopping bags at 22 malls, free gift wrapping for all at 22 malls and free gift consulting for all at 22 malls

WHY IT WORKED: TD got their name out into the community with clever, helpful acts of convenience. The campaign is a great example of integrated brand promotion.

Bank of America:



THE CAMPAIGN: BofA held an "endurance" contest for its NFL kickoff. Participants touched the BofA jersey for as long as they could. The person who touched the jersey for the longest time won season tickets to every regular season home game of their favorite team.

WHY IT WORKED: This guerrilla marketing tactic put BofA in the spotlight as it rewarded its customers. This tactic is versatile and can be reformatted for any type of promotion.

Source: "15 of the Best Guerrilla Promotions in Banking" by The Financial Brand and "Bank Sticks It to Rivals With Massive Guerilla Campaign" by the Financial Brand



GUERRILLA MARKETING: BANKING EXAMPLES

Countybank:



THE CAMPAIGN: Countybank offered new businesses a free biscuit breakfast for up to 13 people, delivered to their business, if the company met with a Countybank representative. The campaign included a biscuit direct mailer and a website with the campaign title (howdoyoulikeyours.com) for companies to place breakfast orders.

WHY IT WORKED: The campaign, not including the biscuits, cost \$20,000. The campaign brought new long-term business customers to the bank and increased profits.

FirstOntario Credit Union:



THE CAMPAIGN: FirstOntario Credit Union launched a campaign to reinforce its "safety and strength." The credit union set up visual displays in unusual places to attract attention.

WHY IT WORKED: Simply put — It cut through the clutter. We see thousands of marketing messages and advertisements per day. Sometimes companies and corporations have to do something unique to stand out.

Prospera Credit Union:



THE CAMPAIGN: Prospera mailed out 4,500 gell packs with "Paying taxes is a big headache. That's why we're freezing them for 10 years. Introducing the Equity Share Offering from Prospera. Freeze and apply for immediate tax relief," written inside them, along with a customized letter.

WHY IT WORKED: The total cost for the promotion was \$42,475, with an ROI that bettered returns on two previous, more-conventional campaigns by 143%.

Source: "15 of the Best Guerilla Promotions in Banking" by The Financial Brand



GUERRILLA MARKETING: OTHER EXAMPLES

Folgers Coffee



Hopi Hari Amusement Park (Brazil)



Mr. Clean Products



Cingular



Source: "20 creative guerilla marketing campaigns" by Designer-Daily.com



BENEFITS OF GUERRILLA MARKETING

THE GOAL

The goal of guerrilla marketing is to generate buzz. In the marketing world, buzz translates into "word of mouth marketing (WOMM)."

THE STATISTICS

There are
3.3 BILLION
brand mentions in
2.4 BILLION brand
conversations
every day
in the U.S.

Profitability:

55% of recommendations are because of customer service

27% of consumers would pay 15% or more for superior customer service

9/10
WOMM
conversations
happen offline

66% of brand
conversations
are "mostly
positive."

Purchase decision influences:

WOMM = 54%
Website information = 47%
E-mail from a friend = 42%
Online review = 31%

The average
online review
rating is 4.3/5
stars

Credibility:

54% of Americans consider WOMM to be highly credible

49% of American consider online WOMM to be highly credible

EMERGING TARGET MARKET: COLUMBUS, IN

2010 Population: Age (Top 4)

1. Ages 25 to 34 4,686 (12.40%)
2. Ages 35 to 44 5,121 (13.55%)
3. Ages 45 to 54 5,237 (13.86%)
4. Ages 55 to 64 4,388 (11.61%)

Total Percentage of Population: 51.42 %
Median Age: 44.5

2010 Population: Household Income (Top 4)

1. \$25,000 to \$34,999 ... 1,875 (12.15%)
2. \$35,000 to \$49,999 ... 2,510 (16.26%)
3. \$50,000 to \$74,999 ... 3,187 (20.65%)
4. \$75,000 to \$99,000 ... 1,726 (11.18%)

Total Percentage of Population: 60.24%
Median Income (Approx.): \$62,500

2010 Population 25+: Education (Top 4)

1. High School Grad 7,850 (30.71%)
2. Some College, 4,981 (19.49%)
No Degree
3. Bachelor Degree 4,489 (17.56%)
4. Master's Degree 2,952 (11.55%)

Total Percentage of Population: 79.31%

2010 Population 16+: Social Class

- White Collar 11,348 (61.22%)
Blue Collar 4,664 (25.16%)

2010 Population 16+: Employment

- Labor Force, 17,285 (58.80%)
Employed

2010 Population: Top Lifestyle Segments

1. Working Class USA ... 3,706 (24.27%)
2. Fiscal Fledglings ... 1,773 (11.61%)
3. Mass Middle Class ... 1,554 (10.18%)
4. Upscale Earners ... 1,284 (8.40%)

Total Percentage of Population: 54.46%

TYPICAL CUSTOMER PROFILES

1. Meet John and Jane. They're ages 51 and 47. They have a household income of \$70,000 per year. John is a high school graduate who works as a painter for a growing painting business in town. Jane received a BA in Psychology and now works as the manager of the Fed Ex/Kinko store in town. The two have three children. Two of their children have moved away from home and the youngest child is a high school junior. They are both employed. John is classified as a "blue collar worker" and Jane is classified as a "white collar worker." They are both members of "Working Class USA."

2. Meet Jacob. He's age 26 and is unmarried. He has a household income of \$34,000 per year. Jacob has a BA in marketing and does the marketing for an online company based out of Atlanta, GA. He has a lot of student loan debt. He is a "white collar worker" in the "Fiscal Fledglings" segmentation group.

3. Meet Robert and Irene. They are ages 64 and 62. They are both retired. They have a household income of \$95,000. Robert received a BA in business. Irene did not attend college. The couple started and ran a successful bakery for 35 years. They recently sold their business. Robert and Irene are both a part of the "white collar worker" and "Mass Middle Class" segmentation groups.



GUERRILLA MARKETING CAMPAIGN IDEAS

Random Acts of Assistance

This idea is based off of TD Bank's "Random Acts of Convenience" campaign. First Merchants' focuses are "community banking" and "community involvement." First Merchants does an excellent job of volunteering in the community and supporting local groups. The "Random Acts of Assistance" campaign complements this focus. First Merchants could use similar tactics to those that TD Bank used. Some suggestions are:

1. Volunteer with local retirement/assisted living communities to go grocery shopping for residents.
2. Volunteer at local elementary schools and pre-schools as a teacher's assistant.
3. Hand out cups of coffee in metropolitan or corporate areas.
4. Hand out breakfast sandwiches in metropolitan/corporate areas or at local high schools.
5. Set up a local carpooling finder website for local businesses and their employees.
6. Set up a local free-access couponing website for businesses and patrons.

Each of these ideas should tie in with a First Merchants banking campaign.

Gold Shield Banking Warriors

This idea is a more "traditional" guerilla marketing campaign because it requires a very small budget, is mildly bizarre and will generate buzz. The "Gold Shield Warrior" campaign involves one or several people (employees or hired actors) to dress up in a combination costume of a banker and a warrior (e.g. man with a suit and a war helmet), carrying the First Merchants gold shield.

The warrior must be knowledgeable about all aspects of First Merchants' banking, insurance and trust services in order to answer questions and provide additional information to potential customers.

The warriors can either be placed randomly in metro areas, or can be a complement to a First Merchants event (e.g. a local 5K race or a charity banquet). The warriors would hand out First Merchants promotional materials and talk to potential customers about the strength and security of using First Merchants financial services.

Local Business Breakfast

"Spending local" is a hot topic in the financial and business world. The "Local Business Breakfast" campaign would be a great way for First Merchants to support this effort and promote its services.

The business breakfasts would be hosted by First Merchants and held in either a banking center or a larger venue, if needed. All local businesses would be invited to attend.

The breakfasts would include an introduction and welcome by a First Merchants representative, followed by the breakfast, and would conclude with a networking/information session where local businesses could exchange information.

Seating at the event should be arranged before the event to ensure that attendees eat with people outside of their own businesses. (An RSVP would be required for the event.) Businesses could either carry and hand out their own promotional materials or send them in before the event to be displayed throughout the breakfast room.

Emerging Target Market: Columbus, IN

Each of these ideas can be used in the First Merchants Bank, Commerce National Bank and Lafayette Bank & Trust markets as a whole. These ideas would be particularly beneficial to the Columbus, IN market because they emphasize community collaboration and would appeal to the main demographic (ages 35-54, middle-class). Columbus is an area that thrives on community events, service and involvement.

