



Faculty of Arts  
Media department

# **Use of Nontraditional Marketing Techniques in Awareness Campaigns and Their Impact on Audience Attitudes and Memory Towards the Cause**

Thesis submitted in partial fulfilment of the requirements  
for the Master's Degree of Mass Communication

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# Introduction

## **Use of nontraditional marketing techniques in awareness campaigns and their impact on audience attitudes and memory towards the cause**

### **Introduction:**

There is an undeniable clutter of advertising messages surrounding the audience from every medium. These include but are not limited to advertisements on television, newspapers, the internet, direct mail, magazines, radio or outdoor advertisement. According to Armstrong and Kotler <sup>(1)</sup>, these traditional tools have the ability to achieve maximum visibility and reach.

In 2012 marketers worldwide spent more than \$450 billion dollars on promotions annually <sup>(2)</sup>. This number jumped to a staggering 563 billion dollars in 2019 <sup>(3)</sup> with more than 40% of the budget going to online advertising <sup>(4)</sup>. Even though there is a constant rise in the costs associated with the purchase of media time or space, the audience of mass media is shrinking due to their disfavor and weariness of traditional techniques <sup>(5)</sup>. Hence, instead of the traditional forms of communication, marketers are shifting their focus to unconventional means of marketing in an effort to stand out and gain attention of bystanders and to overcome the downsize

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<sup>1</sup>Armstrong, G. & Kotler, P., (2012). Principles of Marketing. Upper Saddle River, New Jersey: Pearson Prentice Hall. P.447.

<sup>2</sup> Ibid, P.436.

<sup>3</sup> Guttman, A., (2019). Global advertising spending from 2010 to 2019 (in billion U.S. dollars). *Statista*

<sup>4</sup> Molla, R., (2018). Advertisers will spend \$40 billion more on internet ads than on TV ads this year. *Vox*

<sup>5</sup> Aikat, D.,(2009). Traditional and Modern Media. *Journalism and Mass Communication*, 1(1), P.4

in the audience <sup>(1)</sup>. A number of non-traditional marketing techniques have been announced as modern tactics used within campaigns.

Non-traditional marketing is defined as a communication strategy where marketers attempt to fight the clutter caused by traditional marketing <sup>(2)</sup>. Such marketing is very creative and unusual. It requires a small budget compared to that of traditional marketing. Non-traditional marketing techniques includes hundreds of tools such as furniture advertising <sup>(3)</sup>, product placement in games and movies, transit advertising, guerrilla marketing, even body advertising where people can witness an advertising message through a person's tattoo or sticker inserted on their forehead <sup>(4)</sup>. Guerrilla marketing is one of the many types of non-traditional marketing and is the type that will be the focus of this paper.

Guerrilla marketers aim at coming up with creative and unconventional ideas to reach the audience in unconventional places or ways. Their main aim is to achieve maximum visibility and “buzz” to a certain brand or product. The most commonly used methods of guerrilla marketing include ambush marketing, ambient marketing, viral marketing <sup>(5)</sup>, sensation marketing (such as flash

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<sup>1</sup> Armstrong, G. & Kotler, op. cit., P.447

<sup>2</sup> Blakeman, R. L., (2013). *Nontraditional Media in Marketing and Advertising*. Thousand Oaks: California: SAGE. P.85.

<sup>3</sup> Furniture advertising is the application of advertising material on furniture such as outdoor benches, on water dispensers or application of actual furniture pieces

<sup>4</sup> Blakeman, R. L., op. cit. P.88

<sup>5</sup> Belić, S. & Ekelund, C., (2012). *Guerrilla Marketing: and its Effects on Consumer Behavior*. *DiVA*. P.16

mobs)<sup>(1)</sup>, stealth marketing<sup>(2)</sup>, wild posting<sup>(3)</sup> among many other tools.

While guerrilla marketing is an unconventional means of communicating with the audience, it does not mean it could replace traditional advertising<sup>(4)</sup>. Because of its eccentricity, guerrilla marketing has the potential to grab people's attention, but it might not have the desired effect of influencing purchase behavior, which is basically the utmost goal for any marketer.

### **Problem Statement:**

Guerrilla marketing for social causes is a field that lacks research application. By applying the experimental method, this study aims to investigate the effects of the application of a number of guerrilla techniques on audience attitudes and memory towards the presented cause on a short and long term.

The theoretical framework that will be used is the Elaboration Likelihood Model, to evaluate the different ways people process marketing or communication efforts. Through the application of this model the researcher aims at investigating when the audience

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<sup>1</sup> Nufer, G., (2013). Guerrilla Marketing: Innovative or Parasitic Marketing? Modern Economy, 4, P.4

<sup>2</sup> Shakeel, M. & Khan, M. M., (2011). Impact of Guerrilla Marketing on Consumer Perception. Global Journal of Management and Business Research, 11(7), P.47

<sup>3</sup> Margolis, J. & Garrigan, P., (2008). Guerrilla Marketing for Dummies. Indianapolis, Indiana: Wiley. P.146

<sup>4</sup> Wanner, M., (2011). More than the consumer eye can see: Guerrilla advertising from an agency standpoint. The Elon Journal of Undergraduate Research in Communications, 2(1). P.103.

use peripheral route of information processing in contrast to central route, as well as their relation to guerrilla techniques.

## **Importance of the study:**

### *Academic Importance*

- A search in English language published research on the field of marketing communication shows research about non-traditional marketing is still in its infancy. It is worthy to note that published research discussing non-traditional marketing only explain it as a phenomenon as it is considered a relatively modern tactic, or differentiate between it and traditional forms of advertising. Others focus on how certain brands or product categories implement non-traditional marketing within their communication campaigns.
- In terms of marketing for social causes for the good of the society, very few studies were conducted to measure the effect of the use of non-traditional marketing, even though they are widely used abroad.
- Egypt lacks research application in the field of non-traditional marketing for both commercial and social marketing.
- It has been repeated in several sources that the amount of studies conducted on the issue of guerrilla marketing is limited even abroad. When it comes to Egypt, it is even scarcer specifically when it comes to its usage for social awareness campaigns. This highlights the need for such a study in a country like Egypt where social awareness campaigns are vastly needed and the exposure to the traditional media is waning.