# GUERRILLA ADVERTISING CASES STUDY IN PUBLIC TRANSPORT

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**Abstract.** Guerrilla marketing in public transport is distinguished by the fact that it usually avoids traditional advertising methods such as television commercials or newspaper ads. Guerrilla campaigns in public transport focus on creative tactics to surprise the public and generate buzz about the brand. These campaigns often use non-traditional methods to draw attention to the brand in question. Guerrilla campaigns can be useful for businesses looking to gain an edge over their competitors. The partisan campaigns tend to get more media attention than traditional methods because they are seen as new or unexpected. These campaigns can create excitement and anticipation for your product or service, which can help increase sales. The subject of this paper is a case study of Guerrilla advertising in public transport. The aim of the paper is to assess the usefulness of Guerrilla advertising in promoting the attractiveness of public transport. The paper discusses the analysis of scientific literature, presents the Guerrilla marketing concept, type and tools, advantages and disadvantages. Traditional and Guerrilla marketing, research methodology comprising case study and quantitative research method, based on the results of the analysis of the scientific literature and the result of the research suggestions are made. Cases of partisan marketing in public transport are rarely studied in the scientific literature.

## 1. Introduction

### Guerrilla marketing concept

Guerrilla marketing is a type of marketing campaign that relies on unexpected tactics to promote a product, service or event. It is becoming increasingly popular as companies seek to stand out from their competitors and capture the attention of potential customers. Guerrilla marketing is distinguished by the fact that it usually avoids traditional advertising methods, such as television commercials or newspaper ads. Instead, Guerrilla campaigns focus on creative tactics to surprise the public. Guerrilla marketing campaigns tend to be inexpensive, making them attractive to smaller businesses with limited budgets. Zarco and Herzallah (2023) stated that effective campaigns can go viral and reach hundreds of millions of viewers through these new media, there is an element of risk for brands whose campaign message may be misinterpreted by customers.

Ahmed et al. (2020) analysed that small and medium-sized enterprises (SMEs) use Guerrilla marketing strategies because of low budgets, and they cannot afford the traditional way of marketing channels. Guerrilla marketing is cost-effective and highly creative, and innovative to capture the attention of consumers in various ways.

Ungerman and Dědková (2019) mentioned that the EU classifies marketing innovations as a non-technological innovation group. Ungerman and Dědková (2019) stated that however if we want to define innovations related to Industry 4.0, which are based on technological advances, technology cannot be omitted from marketing innovations.

Klepek (2014) mentioned that Guerrilla marketing is a species of marketing strategy that is developed for the marketing mix and is mainly used for advertising elements. Klepek (2014) stated that it is rather a new form of communication technique than a complex business strategy.

Šontaitė-Petkevičienė (2021) stated that Guerrilla marketing is mostly used by entrepreneurial businesses as a creative, memorable, unusual, and unconventional marketing communication solution. A very important advantage of Guerrilla marketing an entrepreneurial business has a smaller marketing budget. The goal of Guerrilla marketing is to shift a company's marketing away from trying

to cover as much as possible, and toward more specific audience searches. Gathering, processing, and using information is one of the main methods of Guerrilla marketing, so when developing this marketing method, knowledge, relations with customers, and information about them.

*Theoretical and practical implications.* This article analyzes the concept of guerilla marketing, types of means, and case studies to evaluate cases of guerilla marketing in public transport. Five case studies from different countries were selected. The article presents the benefits and requirements of guerrilla marketing, which differentiates it from traditional marketing.

## Guerrilla marketing type and tools

Guerrilla marketing is non-traditional marketing that aims to achieve the maximum possible impact with minimum costs. Almost all authors use a small budget in the definition of Guerrilla marketing. Guerrilla marketing can be described as a marketing concept for companies with a small budget. Researchers studying the creativity of Guerrilla marketing use various synonyms: unconventional form, imagination. In order to surprise or provoke emotions, it is necessary to use creativity in the means of Guerrilla marketing. A creative approach is necessary in order to effectively use limited financial resources.

Guerrilla marketing does not create negative emotions, but pleasantly engages and evokes good feelings. The customer becomes the focus, not the advertised product/service. This is the idea of Guerrilla marketing. Guerrilla marketing strategy is characterized by three components: low budget, unconventional format and high returns. Guerrilla advertising is also often characterized by aggressiveness and interactivity. Guerrilla marketing is advertising that makes you wonder. By applying Guerrilla marketing, the company seeks to increase its awareness in this way.

Nufer (2013) mentioned that there are many other ways to define and try to define the term Guerrilla marketing. By looking at them, it is possible to identify the constantly recurring constitutive features of Guerrilla marketing. According to them, Guerrilla marketing is (Levinson, 2008): unconventional; surprising; original/creative; cheeky/provocative; economical/efficient; flexible; unusual/atypical; funny/witty; impressive; contagious.

Shakeel and Khan (2011) mentioned that Guerrilla marketing must be well known as a marketing approach that uses multiple alternative techniques that change the ways in which conventional marketing tools such as advertising, direct marketing and others like it (Levinson, 1984).

In the 21st century, Guerrilla marketing is changing and becoming more connected to the changing technological world, thus becoming a more technologically adapted type of Guerrilla marketing itself. Social media marketing today is a very affordable and highly effective means of promoting a company. The rise of social media as a marketing tool is constant and most companies use it for self-promotion. One of the most relevant reasons why different blogs, YouTube channels, Facebook, Twitter and other social media networks have become so popular is their low cost. The disadvantages of social media are not only that they provide fast and accurate information. Using social media will also get you engaged and engaged with your potential customers.

Ay et al. (2010) stated that (cited Tek, 1999) Guerrilla marketing is a tool that allows SMEs to demoralize their competitors with small, periodic, and unexpected attacks, urgent action is required and uses creativity and imagination. According to Ay et al. (2010) through Guerrilla marketing, companies seek to form marketing management that is dynamic, responsive to customer needs, and is able to adapt to changes easily. Today, the increasing variety of products and services, as well as their similarity, has a negative effect business profits.

Ifeyinwa and Marcus (2022) mentioned that Guerrilla marketing is a concept that has emerged as a result of the transition from traditional marketing methods to non-traditional one's marketing tactics. The term came from the partisans a warfare tactic where an armed group uses non-traditional techniques to fight the enemy, even to this level breaking the normal rules of engagement. In the demonstration case, the method is it is planned to spread the data approx goods/services between buyers and thus convert promotion to something that is viral.

Balážiova and Spálová (2020) stated that through the systematization of theoretical knowledge and meta-analysis of expert literature, they identified five attack strategies: (1) a frontal attack; (2) a flank or flank attack; (3) encirclement attack, (4) bypass attack, and (5) Guerrilla attack. Balážiova and Spálová (2020) mentioned that the systematization and refinement of these strategies are useful at theoretical and practical levels. From a theoretical perspective, this illustrates the existing framework of marketing strategies, thereby participating in the expansion of the theoretical corpus. From a practical perspective, knowledge of marketing strategies and military strategies is critical to a proper understanding of marketing in a particular commercial or non-profit enterprise.

Wanner (2011) analysed that Guerrilla marketing is effective for both large and small brands, but small brands have more customers are willing to participate in these types of campaigns because the benefits outweigh the risks. Successful Guerrilla advertising campaign gives both large and small brands the advantage of increased brand awareness memorable way than traditional advertising. For big brands, Guerrilla campaigns are effective add-ons traditional campaigns to reinforce an already established campaign message.

Eke et al. (2022) stated that Guerrilla marketing includes many tools (experiential marketing, stealth marketing, viral marketing, and ambient marketing) used on consumers to get their attention and buy. Viral marketing drives people to pass the message to others (person to person) for free, so the message that is addictive increases through electronic media (Behal & Sareen, 2014). Ambient marketing refers to placing advertisements in places or on things where people would not normally see them

(the environment) (Hæreid & Indregård, 2015). In addition, they noted that these advertisements can be varied from small stickers placed in bathrooms to art covering the entire building.

Experiential marketing. Srivastava (2008) mentioned that experiential marketing focuses on customer experience. This experience replaces the functional values due to the change in perception caused by emotional, sensory, cognitive a relational value. Experiential marketing involves an immersive and highly entertaining experience that consumers can engage with. Williams-Sonoma is a great example of companies using the power of scent to leverage experiential marketing. Customers buy more often because they want the emotions and tastes that come from the scents of the store.

Stealth marketing. Stealth marketing is likely to become a dominant trend in advertising future, so we need to prepare that covert marketing can be used not only for business but also for political or religious purposes (Sakai, 2013). Stealth marketing is a form of advertising that subtly or covertly promotes a product or service to create buzz but is not overtly advertised. A prime example is the anticipation surrounding the release of King Kong 3D. Where they created a giant, King Kong-sized footprint and special effects to make it feel like he was really walking on the beach and where they created a giant, King Kong-sized footprint and special effects to make it feel like he was really walking on the beach and destroyed his jeep on the road.

Viral marketing. Paramita (2020) mentioned that Viral marketing is a marketing technique that relies on technological advances such as Internet content that would attract public interest. Viral marketing is an activity where a message from one person goes viral to many people. This strategy encourages one person to pass on a promotional message to others, and others to pass on to still others. We can also call this marketing word of mouth marketing. This is a commonly used marketing strategy on the Internet. Just a few years ago, the whole world was amazed by the witty or shocking ideas of viral advertising. Unconventional solutions are fascinating even now, but the further it goes, the more difficult it is to create a truly impressive, exclusive, and massive advertising campaign. The best commercial viral marketing campaign is when the viewers not only get to know the brand but when they get to experience the unique features of the advertised product. Perhaps the best examples of such a campaign are Ikea's viral campaign and Volvo's viral campaign.

Ambient marketing. Shah (2016) stated that Alternative development is the explosion of advertising in previously little-used ways and means or unheard of, often called ambient advertising. Ambient marketing is a way of promoting products or services using unusual places or things and their elements to benefit you as a communication channel.

## Guerrilla marketing advantages and disadvantages

Guerrilla marketing advantages and disadvantages are showed in Table 1.

## Traditional and Guerrilla marketing comparison

Traditional marketing is advertising in the press, radio advertising, and television advertising are ways to increase awareness and consumption. They are very expensive. Such advertising can cost thousands of euros.

Guerrilla advertising does not create negative emotions but pleasantly engages and evokes good feelings. In Guerrilla advertising, the customer becomes the center of attention, rather than the advertised product/service. This is the idea of Guerrilla marketing. Guerrilla marketing is an often cheap, but imaginative and creative way to grab the attention of consumers.

Traditional and Guerrilla marketing comparison is showed in Table 2.

## 2. Research methodology

### Case study

In order to assess which Guerrilla advertising measures could be considered effective, a qualitative assessment was carried out using a case study and a quantitative research method.

**Table 1.** Guerrilla marketing advantages and disadvantages (source: Knowledgenile, n.d.)

| Guerrilla marketing advantages | Guerrilla marketing disadvantages |
|---|---|
| Budgetary<br>One of the biggest advantages and the main reason why some companies choose Guerrilla Marketing is the low cost.<br>Gives creative freedom<br>Guerrilla marketing is open-ended, allowing creators to explore their creativity on all levels.<br>Can go viral<br>Some of Guerrilla's marketing ads or artwork may go viral.<br>Can use secondary and tertiary distribution sources<br>There is no better source of distribution than the audience itself.<br>In today's world dominated by social media, a good idea is always appreciated and shared. | There is a high risk of failure<br>One of the biggest disadvantages of Guerrilla marketing is the risk of failure. You can create a very innovative concept, but if it doesn't appeal to the masses, it will fail.<br>May attract intervention by authorities<br>If you plan to create an artwork that is very public or the message is too direct, the authorities may get involved at some point.<br>May face unpredictable problems<br>Sometimes there may be unprecedented issues such as pandemics, bad weather, political tensions, etc. that can discourage and hamper your campaigns. |

A case study provides an in-depth analysis and description of a single event or fact in a real-life context and a description/explanation of the phenomenon under investigation, especially when the boundaries between the phenomenon and its context are not clear. A case study usually consists of information gathering and analysis stages.

Case studies can be used to formulate theories or to describe (e.g. detail) an organisation's best practice in order to illustrate or explain a phenomenon or trend. Both quantitative and qualitative data can be used for case studies. Case studies are quite widely used in all areas of social sciences. In recent years, there has been a trend towards a strengthening of the position of case studies as a research method, with case studies increasingly being used as a reliable research strategy (Hurley et al., 2004). Although the method is neither new nor purely qualitative in nature, the case study is becoming one of the most common methods for conducting qualitative research. It is a qualitative research strategy that involves a detailed, in-depth examination of one or more specific cases that illustrate the research problem. It focuses on a specific case, which it attempts to describe and explain in as much detail as possible and to answer the research questions. In order to investigate a chosen problem, the researcher may look at a single manifestation of the problem (a case study), or at a number of cases (a multiple case study), and may also seek to select cases that are representative of the boundaries of the problem or the topic being investigated. Either case studies allow a deductive progression from general aspects to specific aspects of the research, or they allow for the collection of data which, in their preparation, contribute to the reflection and the development of theoretical constructs. Hurley et al. (2004) defines a case study as a sequential exploration of a phenomenon in a related context, usually by collecting data over a period of time. The aim of such a study is usually to provide an analysis of contextual processes that reveal the theoretical aspects of

**Table 2.** Traditional and Guerrilla marketing comparison (source: compiled by the author based on Levinson, 2009)

| Indicators | Traditional marketing | Guerrilla marketing |
|---|---|---|
| Investment | Companies need a large investment of money to enter and establish themselves in the market. | Guerrilla marketing recognizes and prioritizes other resources: time, energy, imagination, and information. |
| Focus | It is orientated on big business. | It's a small business with a limited budget but huge ambitions. |
| Efficiency indicators | Performance is reflected in sales, consumer response to supply, Websites attendance or buyer flow in the store. | The most important number is the amount of profit. |
| Aim | It is intended for the sole purpose of selling a product or service. | Guerrilla marketing is all about keeping in touch with the customer. |
| Market research | Encourages market research and elimination of competitors. | Encourages market research to identify companies with similar goals and join forces with them, which will lead to lower costs. |
| Business development | Based on the view that business needs to be developed arithmetically progression – every time to add one new client. | Business needs to be developed in a geometric progression – to increase the volume of each transaction, to each trading cycle with each customer include more deals, take advantage of each customer referral potential and at the same time to grow in the regular old way. |
| Logo | A logo is necessary to represent a company. | Offers memes, and universal visual and verbal symbols that convey an idea. |
| Marketing tools | Uses individual marketing tools (advertising, website, direct mail and email). | Guerrilla marketing believes that the right marketing combinations of these tools work. |
| Feedback | Actions are for sale and reasonable assumption that the marketing process is completed when the item is sold. | Promotes feedback – communicates constantly with customers, and listens to their opinion. |
| Ambition | Money. | New connections and profits. |
| Audience | Seeks to convey the message by what for a larger group of people – the larger the group, the better. Information spread widely to the audience. | Seeks to convey a message to a specific person, and if it's a group, the smaller the better. Narrows the target audience. |
| Knowledge rendering way | Monologue. Only relayed message without involving the user. | Dialogue – involving the user in the process. |
| Means | Recognized powerful traditional: radio, television, newspapers, magazines, advertising sending material mail, and internet. | There are two hundred other types of marketing tools and most of them are free. |
| Advertising space | In traditional advertising means. | Depends on the environment. |
| Price | Advertising price usually big. | The cost of advertising is usually low. |

the phenomenon under study. Case studies can therefore be used as part of an integrated study in conjunction with other research methods.

## Quantitative research method

Research is a complex process consisting of four key stages: preparing for the research, organising the research process, collecting and processing the research data, and publishing the research findings (Grigorjeva & Andriušytė, 2015). The stages of a research study are outlined below.

In order to determine the most effective means of Guerrilla advertising in public transport, the method of data collection chosen was a questionnaire survey. This method was chosen in order to interview as many respondents as possible. Butkevičienė (2011) writes that a survey is a data collection technique in which respondents answer written (questionnaire) questions posed by the researcher at essentially the same time (or close to it). A questionnaire is a quantitative research method. The survey method is usually used in such cases (Butkevičienė, 2011):

When the subject of the research or its individual characteristics cannot be known and investigated by other empirical research methods (e.g. experiment or observation).

When the subject of the research is elements of social or individual consciousness: needs, interests, motivations, moods, values, beliefs, etc.

The following types of surveys can be distinguished: questionnaire survey, interview, postal questionnaire, telephone survey, mass communication survey, etc. (Kardelis, 2016).

There are four types of questions: open and closed, direct and indirect (Kardelis, 2016).

Open and closed questions. Open questions have no possible answer options. However, they are usually suitable when a problem is to be identified or when the question is being asked for the first time and the possible answer options are not clear. In contrast, closed questions have two distinct components: (a) a stimulus part (questions of interest) and (b) an answer part (possible answer options). For closed questions, the respondent has to choose one possible answer option.

Direct and indirect questions. A 'direct question' indicates that the question is specific. Indirect questions are suitable when the aim is to find out a person's views on more intimate matters. In this case, the question is not asked directly, but as if it were about other people.

Prakapas and Butvilas (2011) refer to the structure of the questionnaire:

Introduction (Preamble). This part usually defines the category of respondents, directly or indirectly identifies the objectives of the survey, provides instructions for completion (if necessary), includes motivational information and indicates how long it might take on average to complete the survey.

Demographic data section. This section is provided immediately after the introductory section or at the end of the questionnaire. It asks about the respondent's gender, age and education.

The main part. This part contains questions directly related to the research problem. The questions are divided into open, closed and semi-closed questions.

The structure of the questionnaire is thus usually divided into three parts. The questionnaire has been designed on the basis of this structure.

Another type of survey is the interview. An interview is usually defined as the systematic collection of data during a direct or indirect conversation between the researcher and the interviewee. The interviewer has prepared for the interview in advance, having planned its structure, procedure and, where the nature of the research requires it, even the content (prepared interview questions) (Bitinas et al., 2008).

A strictly structured interview is usually based on an interview plan prepared in advance by the researcher, with specific question wording (and often also response wording) and a strict sequence of questions. In a strictly structured interview, the researcher can only ask questions in the order, sequence and wording set out in the interview plan. In this way, the quality and reliability of the research does not depend on the same person who designed the research questions.

Semi-structured interviews are also based on an interview schedule, which includes specific questions and a pre-defined sequence of questions, but provides that the researcher may ask additional questions not included in the schedule during the course of the research if he/she considers that this would enrich the research.

The unstructured interview is conducted on the basis of a pre-designed plan with only introductory and substantive questions and the main themes of the interview, without specific question wording. The wording of the questions is developed by the researcher during the interview, depending on the progress of the interview, on the relationship between the researcher and the interviewee, or on the interview setting.

## 3. Results

### Guerrilla marketing in public transport cases study

Watchmakers IWC case. In Berlin, watchmakers IWC put everyone on a bus to try out their new watch, creating special bus handles. When riders put their hands through the loop, it looked like they were wearing the product (Figure 1).



**Figure 1.** Watchmakers IWC Guerrilla marketing (source: WG Media, n.d.)

Nikon Guerrilla Marketing Campaign case study. The photo in the Nikon Guerrilla Marketing Campaign is not the actual camera they are promoting, but a photo of photographers using a variety of cameras to demonstrate the great quality of the new Nikon camera (Figure 2).



**Figure 2.** Nikon Guerrilla marketing campaign (source: Creative Guerrilla marketing, n.d.)

Copenhagen Zoo: Snake Bus. A giant constricted snake crushes an entire Copenhagen city bus.

This professional campaign called "Snake Bus" was published in Denmark in 2009 December (Figure 3). It was created by advertising agency Y&R for the Copenhagen Zoo brand. This environmental media campaign is related to the leisure industry and includes 1 media resource. It was submitted more than 13 years ago.



**Figure 3.** Copenhagen zoo: Snake bus (source: Ads of the World, n.d.)

A Creative Crosswalk from McDonalds!

McDonald's Malaysia, together with creative agency partner Leo Burnett Malaysia, hand-painted fries on a walkway leading locals directly to the flagship restaurant. Located at the Golden Triangle in Bukit Bintang, the larger-than-life activation uses the famous snack's golden stripes to grab the attention of hungry residents, while also helping to solidify Kuala Lumpur as a must-see tourist attraction. The concept, formal approval and installation of the Fry crossing took seven months. This is a celebration of Bukit Bintang outlets, Malaysia's first McDonald's, which opened 40 years ago (Figure 4).

Who Can Wait In This Oven? Most bus stops are... less than stellar (Figure 5). As functional as anything in this world is, the form is completely utilitarian and boring. Fortunately, not all municipalities think this should be



**Figure 4.** A Creative Crosswalk from McDonalds! (source: IBB Online, n.d.)



**Figure 5.** Who Can Wait In This Oven? (source: Marketing birds, n.d.)

the case. Unfortunately, most of the bus stop hype is just Guerrilla marketing promoted by advertisers.

Results of the Guerrilla marketing case study: a comparative analysis are showed in Table 3.

The comparative analysis of the Guerrilla marketing in public transport revealed some important aspects:

Guerrilla marketing campaign are becoming more focused on the unique needs of specific segments of society rather than on general issues.

Guerrilla marketing is the use of new or unconventional methods to increase sales or gain interest in a brand or business. These methods are often low-cost or cost-free and involve extensive use of personal communication.

Guerrilla marketing campaigns are characterized by exclusivity, the use of creativity and a strong emotional response based on shocking images.

**Table 3.** Results of the Guerrilla marketing case study: a comparative analysis

| Guerrilla marketing in public transport campaign | Watchmakers IWC case | Nikon Guerrilla Marketing Campaign | Copenhagen Zoo: Snake Bus | A Creative Crosswalk From McDonalds! | Who Can Wait In This Oven? |
|---|---|---|---|---|---|
| Year | 2020 | 2014 | 2020 | 2022 | 2019 |
| Target audience | Wider society | Wider society | People, which like Zoo | Wider society | Wider society |
| Goal of the campaign | To form a public need to buy products | To form a public need to buy products | To create interest to Zoo | To form a public need to buy products | To form a public need to buy products |
| Specific features | Publicity | Publicity | Strong emotional response | Strong emotional response | Publicity |
| Guerrilla marketing model | Social Cognitive theory | Social Cognitive theory | Theory of reasonable action | Social Cognitive | Social Cognitive |

## Quantitative research

Guerrilla marketing research was conducted in 2023 April 21–30. The survey was conducted by dividing the questionnaire, which consisted of 18 closed questions. 384 respondents participated in the survey. 27 percent of respondents were under the age group of 20 years and 73 percent of respondents belonged to the age group of 20–25 years. 52 percent of respondents were men and 48 percent of respondents consisted of women. In order to find out what Guerrilla marketing measures the respondents would consider effective; a question was asked. 41 percent completely agree that the Internet is an effective means of Guerrilla marketing, social networks – 31 percent of respondents, billboards, and advertisements – 18 percent of respondents (Table 4). Respondents consider telephone marketing, brochures, and yellow pages as less effective means of Guerrilla marketing. It was also aimed to find out whether Guerrilla marketing should emphasize price advantage. 86 percent of respondents said that they should emphasize, and 14 percent of respondents said that they should not emphasize the price advantage.

Respondents were asked what they considered Guerrilla marketing to be. 30 percent respondents said that this is a public relations campaign, 40 percent – the most effective method to influence consumer behaviour, 41 percent – sales promotion, 32 percent – non-traditional way of advertising, 21 percent – competitive advantage, 16 percent – satisfaction of consumer needs, 32 percent – raising awareness of the product/service, 34 – creative advertising requiring a small budget (Table 5).

**Table 5.** Guerrilla marketing definition (respondents could choose all options acceptable to them)

| Guerrilla marketing definition | Percent |
|---|---|
| Public relations campaign | 30 |
| The best way to influence consumer behavior | 40 |
| Sale promotion | 41 |
| Non-traditional advertising | 32 |
| Competitive advantages | 21 |
| Customers need satisfaction | 16 |
| Increasing the awareness of goods and services | 32 |
| Creative advertising that requires a small budget | 34 |

**Table 4.** Effectiveness of Guerrilla marketing tools

| Guerrilla marketing tools | Strongly agree | Agree | Neither agree nor disagree | I don't agree | Completely disagree |
|---|---|---|---|---|---|
| | Percent | Percent | Percent | Percent | Percent |
| Internet | 41 | 45 | 11.6 | 0.7 | 0.7 |
| Social networks | 31 | 41 | 24 | 3 | 1 |
| Viral marketing | 5 | 21 | 51 | 15 | 7 |
| Billboards and advertisements | 18 | 41 | 39 | 7 | 1 |
| Brochures | 8 | 32 | 39 | 14 | 7 |
| Telephone marketing | 4 | 21 | 39 | 27 | 9 |
| Promotional souvenirs | 10 | 36 | 32 | 13 | 3 |
| Public Relations | 9 | 39 | 40 | 9 | 3 |
| Bulletin boards | 11 | 50 | 33 | 17 | 2 |
| Yellow pages | 6 | 60 | 39 | 23 | 6 |
| Influencer advertising | 12 | 44 | 29 | 11 | 3 |

When respondents were asked what the goals of Guerrilla marketing are, the majority of respondents said that it is increasing sales – 60 percent, drawing attention to existing and potential customers – 44 percent, gaining a competitive advantage – 29 percent, emphasizing the advantages of the product/service price – 28 percent, increasing profit by reducing prices – 32 percent respondents. Only 19 percent of respondents said that one of the goals of Guerrilla marketing could be to weaken competitors (Table 6).

**Table 6.** Guerrilla marketing goals (respondents could choose all options acceptable to them)

| Guerrilla marketing goals | Percent |
|---|---|
| Sales increasing | 60 |
| Drawing attention to existing and potential customers | 44 |
| Gaining a competitive advantage | 29 |
| Emphasizing the advantages of the price of the product | 28 |
| Profit increase | 32 |
| Undermining competitors | 19 |

Respondents were also asked what should be emphasized in Guerrilla marketing. 51 percent of the respondents said that the product or service, 39 percent – product quality, 17 percent – choice, 19 percent – convenience, 8 percent – service. To the question of whether Guerrilla marketing is intended to fight with competitor's 72 percent of respondents answered yes and 28 percent answered no. Another important communication tool that is used is the newsletter. So, to the question of whether they read company newsletters. 45 percent of the respondents answered positively and 55 answered they did not read. In order to find out what is important in the application of Guerrilla marketing, a question was asked about the means of advertising. As can be seen, the most important measures are the memorability of advertising (55%), easy-to-understand advertising (56%), and the mindset of the user at the time of noticing the message. According to respondents, they usually notice advertising on television (67%), on the Internet (57%), and outdoors (33%). Advertising is less often seen on the radio (22%) and in the press

(29%). Therefore, according to the respondents, it would be most appropriate to advertise on television or the Internet. In order to find out what advertising message the respondents liked, a question was asked. As can be seen from Table 7, 30 percent fully agree that the advertising message must-have elements of surprise, 36 percent – to be non-traditional, 36 percent – have a sense of humors, 16 percent – depict a real domestic situation (see Table 7).

Conducted research shows that Guerrilla marketing in public transport is relevant and timely, and is distinguished by the fact that it usually avoids traditional advertising methods.

## 4. Discussions

Guerrilla marketing is a type of marketing whose goal is primarily to use creative and intellectual resources. Guerrilla marketing encourages investing not money, but time, energy, imagination, and information. Market participants are faced with a large amount of information, leaving an indelible impression on their customers, partners or even competitors is no longer so easy.

Ouf (2023) uses a descriptive approach a description of the impact of guerrilla advertising on brand image by analyzing some different types of guerrilla advertising strategies. The results of the study show that some of the new publicity tools that appeared were used from the crowd's assumptions and realized that they expect to use creative, inventive, and whimsical strategies, procedures, and ways to retain customers.

Khare (2017) mentioned that guerilla marketing always delivers inspiration for marketers especially small ones for business. But big companies certainly were fast enough to take advantage of this concept. According to Khare (2017) it requires imagination, not money from marketers to advertise products and services. It promotes community sharing by marketers to their customers. Also recommends that marketers create a joyful experience by giving surprises to customers. In general, partisans marketing can help any business create an innovative image for them.

In this article, guerilla marketing can be demonstrated using case studies that will help you understand the concept better. More and more companies around the world are using this marketing method to achieve their goals in

**Table 7.** Respondents' answers to the question of whether you like the advertising message (respondents could choose all options acceptable to them)

| Likeable advertising messages properties | Strongly agree | Agree | Neither agree nor disagree | I don't agree | Completely disagree |
|---|---|---|---|---|---|
| | Percent | Percent | Percent | Percent | Percent |
| Have elements of surprise | 30 | 35 | 26 | 6 | 4 |
| Be unconventional | 36 | 44 | 15 | 3 | 3 |
| Be relevant | 45 | 42 | 13 | 29 | – |
| Have a sense of humor | 35 | 32 | 29 | 2 | 2 |
| Portray famous people | 3 | 13 | 41 | 24 | 25 |
| Depict a real domestic situation | 16 | 30 | 43 | 7 | 5 |

bringing their products to market. Guerrilla marketing is an effective means of using unusual and innovative strategies to gain awareness of a product or company. Guerrilla marketing increases brand awareness.

## 5. Conclusions

- Analysis of academic literature Guerrilla marketing is a marketing campaign in which a product, service or event is promoted using unexpected tactics. It is becoming increasingly popular as companies seek to differentiate themselves from competitors and capture the attention of potential customers.
- Based on the analysis of the scientific literature, it is clarified that the purpose of Guerrilla marketing is to divert the company's marketing from trying to cover as much as possible and to direct the search for a more specific audience.
- The analysis of the literature shows that there is still a lack of research using quantitative and qualitative research methods to identify the effectiveness of Guerrilla marketing in public transport.
- It is important to take into account the needs of consumers by clarifying their understanding of the importance of advertising, their expectations and to make sure that the Guerrilla marketing offered to them can attract them to use public transport.
- It is important to emphasize that Guerrilla advertising does not cause negative emotions, but pleasantly engages and evokes good feelings, and the customer becomes the center of attention in the advertisement.
- Conducted Guerrilla Marketing Case Study Results: A Benchmarking Analysis.
- Guerrilla marketing research has been conducted. The survey was conducted by distributing a questionnaire consisting of 18 closed questions. 384 respondents participated in the survey. In order to find out what Guerrilla marketing measures the respondents would consider effective, questions were asked. 41 percent strongly agreed that the Internet is an effective Guerrilla marketing tool. When asked how to define Guerrilla marketing, a maximum of 41 percent respondents answered that it is sales promotion.
- When respondents were asked what the goals of Guerrilla marketing are, most respondents 60 percent – said that it is increasing sales.
- Conducted research shows that Guerrilla marketing in public transport is relevant and timely, which is distinguished by the fact that it usually avoids traditional advertising methods, such as television advertising or newspaper advertising. Innovative methods of advertising are important for society, which are much more effective, especially encouraging the use of public transport.

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