

The book was found

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

Paperback: 192 pages

Publisher: Laurence King (August 10, 2006)

Language: English

ISBN-10: 1856694704

ISBN-13: 978-1856694704

Product Dimensions: 9.2 x 0.8 x 11.9 inches

Shipping Weight: 2.5 pounds

Average Customer Review: 4.4 out of 5 stars 9 customer reviews

Best Sellers Rank: #601,660 in Books (See Top 100 in Books) #86 in [Books > Arts &](#)

[Photography > Graphic Design > Commercial > Branding & Logo Design](#) #125 in [Books > Arts](#)

[& Photography > Graphic Design > Commercial > Advertising](#) #1189 in [Books > Business &](#)

[Money > Marketing & Sales > Advertising](#)

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.

[Download to continue reading...](#)

Guerrilla Advertising: Unconventional Brand Communication Guerrilla Advertising 2: More Unconventional Brand Communications How to Launch a Brand: Your Step-by-Step Guide to

Crafting a Brand: From Positioning to Naming and Brand Identity How to Launch a Brand (2nd Edition - Trade): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity The Guerrilla Guide to Picking a Jury: Jury Selection and Voir Dire for Non-Lawyers (Guerrilla Guides to the Law) Rubber Band Engineer: Build Slingshot Powered Rockets, Rubber Band Rifles, Unconventional Catapults, and More Guerrilla Gadgets from Household Hardware Graphis Advertising 98 (Graphis Advertising Annual) Urgent Care Business Free Online Advertising Video Marketing Strategy Book: No Cost Video Advertising & Website Traffic Secrets to Making Massive Money Now! No Advertising Teespring (2017): How to Sell T-shirts on Instagram Without Spending a Dime on Advertising Hake's Guide to Advertising Collectibles: 100 Years of Advertising from 100 Famous Companies Advertising and Integrated Brand Promotion (with CourseMate with Ad Age Printed Access Card) Advertising and Integrated Brand Promotion The Advertising Solution: Influence Prospects, Multiply Sales, and Promote Your Brand Brand-new Pencils, Brand-new Books (Gilbert and Friends (Paperback)) Create Demand for Your Brand: Brand From The INSIDE out Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition The Global Brand: How to Create and Develop Lasting Brand Value in the World Market Before the Brand: Creating the Unique DNA of an Enduring Brand Identity Designing Brand Experience: Creating Powerful Integrated Brand Solutions (Graphic Design/Interactive Media) Brand Warfare: 10 Rules for Building the Killer Brand

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)