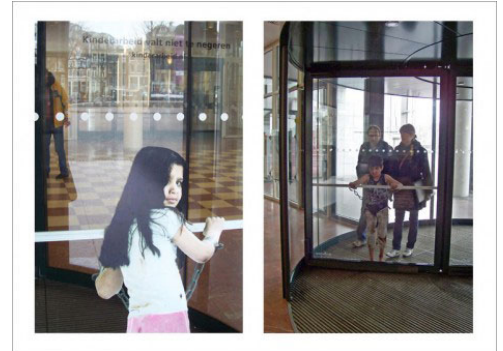


## Examples of Guerrilla Marketing



Tailpipe smoke is gross... and the same goes for the carcinogen-loaded clouds that erupt from the mouth of a cigarette smoker. An anti-smoking group equated the two by placing posters of people's faces with the cut-out mouths strategically placed at the end of tailpipes.

To create awareness of the plight of homeless people in America, these nutrition facts labels were placed on outdoor trash bins. The familiar image in an unexpected place causes the mind to react differently than it would to an obvious advertisement. The viewer is drawn in to examine the label and figure out what it's doing there. The URL at the bottom gives a call to action, and the hope is that the image will stick in the viewer's mind long enough to encourage them to follow through on that action.



These amazingly realistic images of children pushing automatic revolving doors in Amsterdam are meant to call attention to child labor practices. They are actually vinyl stickers with copy above that states "You Can't Ignore Child Labor."



Seeing something that is out of place, shocking, or just plain bizarre snaps the mind out of the state of forced indifference – a state that we've developed in response to ever-present advertising. Because the marketers behind guerrilla ads use this knowledge to capture our attention in new and unusual ways, does that mean they're manipulating us?

The goal of any advertisement is to get you to do something. Whether that something is buying a product, seeing a movie or, as in the picture above (from a UK ashcan), stop smoking, marketers play on psychological principles to affect our behavior. The advertising world has latched on to these principles because of their incredible effectiveness. But what kind of lifespan does guerrilla marketing have? Will we eventually become desensitized to even the most shocking advertisements?