

The Future of Guerrilla Marketing

In a Digital World

Presentation by Priscilla Dominguez

Unconventional Marketing Strategy

High Energy and Imagination

Taking the Consumer By Surprise

Social Buzz

Indelible Impression

The Curious Case of McDonald's







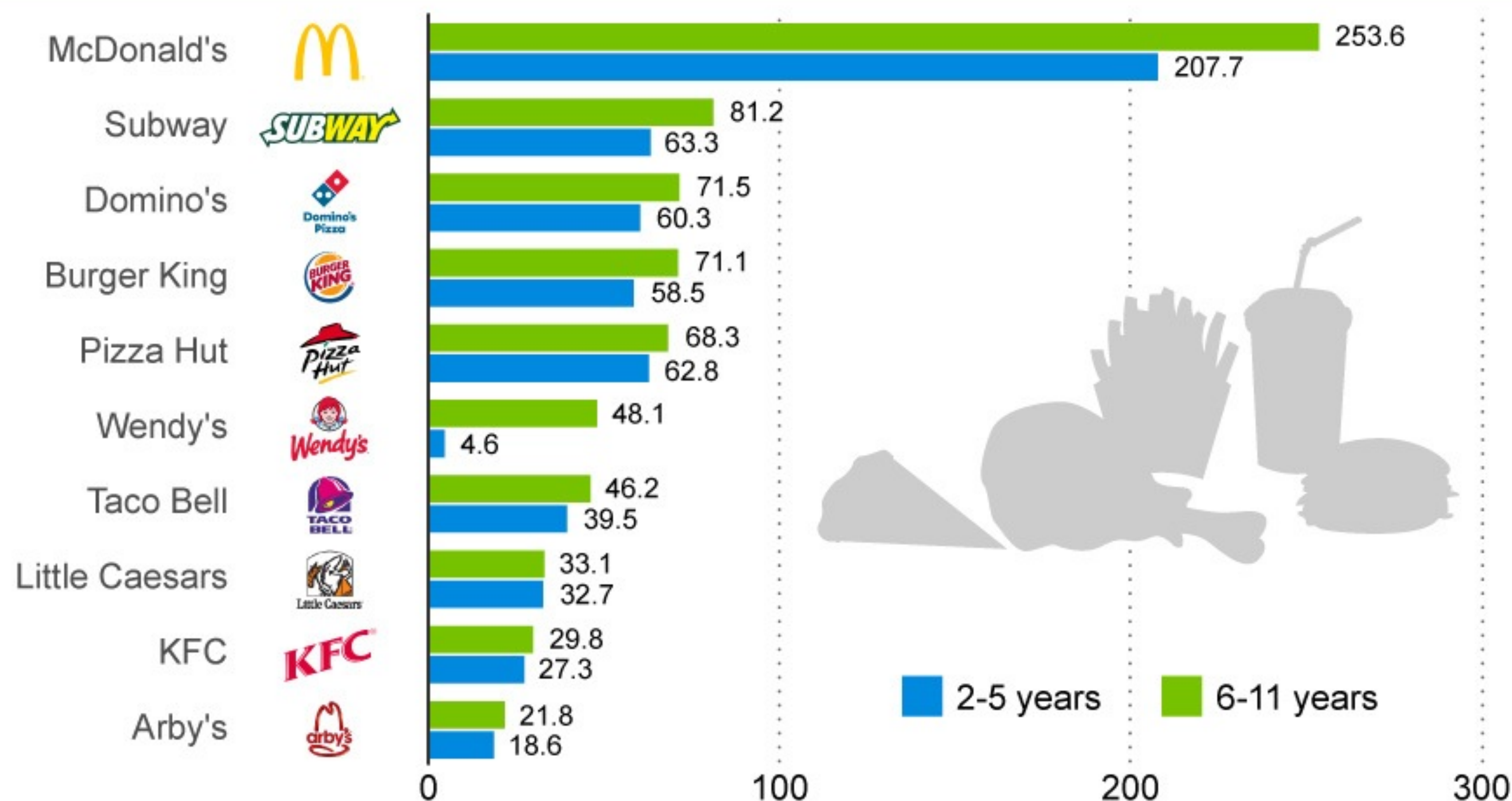


Why?

Creative
Interactive
Shocking
Innovative
Simple

U.S. Kids Watch Hundreds of Fast Food Ads Per Year

Fast food brands most advertised to U.S. children aged 2-11 (average # of ads viewed in 2012)



Oreos

The Daily Twist

<https://www.youtube.com/watch?v=ZDSc0V3AEnk>

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(AdWeek, 2013)





Different
Captivated people's attention
Nostalgic
Online
Cultural Associations
Awards

The Explosion of Digital

<http://takethethrone.com>

Luna Corona



http://www.youtube.com/watch?v=bJsEum_nfLI

(PSFK, 2013)

How can they be fused together
for Truth?

Let's take a look back

<http://www.creativeguerrillamarketing.com/guerrilla-marketing/top-40-creative-ads-made-to-stop-you-smoking/>

<http://bestdesignoptions.com/?p=13522>



<https://www.youtube.com/watch?v=jcyBkylYnqU>

What's missing?

Guerrilla + Digital = New
Creative

Thank you!

Questions?