



Guerrilla Advertising: Unconventional Brand Communication

Gavin Lucas, Michael Dorrian

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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.

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