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**The role of Guerrilla marketing in marketing strategy  
in the case of Azerbaijan**

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## Xülasə

Qloballaşma, və internet rabitəsi dünyada ciddi dəyişikliklər edərkən, bu dəyişiklik təbii olaraq marketinq də bu dəyişiklikdən təsirlənir. Klassik marketinq üsulları ilə cəklb edilə bilməyən istehlakçılar fərqli marketinq yanaşmalarından təsirləndirilməyə çalışılır. Bu baxımdan yeni və fərqli marketinq formaları meydana çıxır. Partizan marketinqi bu yeni marketinq növlərindən biri sayılır. Partizan marketinqi sırası və aşağı xərcəli marketinq fəaliyyəti kimi müəyyən edilə bilər.

Tədqiqat, tədqiqatın məqsədinə uyğun olaraq giriş, üç fəsil, nəticə və ədəbiyyatdan ibarətdir.

Partizan marketinqi, kiçik və ya böyük müəssisələrin öz məhsul və ya xidmətlərini qeyri-ənənəvi şəkildə aşağı büdcə sərf etməklə təşviq etmək üçün hazırlanmış və tətbiq olunan reklam və ya marketinq strategiyası konsepsiyasıdır. Bu, daha çox şəxsi və yaddaqalan səviyyədə ictimaiyyətin diqqətini çəkməyə yönəlmiş yüksək enerji və təsəvvürləri əhatə edir ki, nəticədə hissləri hərəkətə gətirir.

Əsl termin 1984-cü ildəki “Guerilla Advertising” kitabında 1984-cü ildə Jay Levinson tərəfindən verilmişdir. Partizan marketinqi termini, qeyri-müntəzəm döyüşün dalğaları şəklində olan və kiçik taktiki strategiyalara əsaslanan partizan müharibəsindən ilhamlanır. Bu taktikalardan bir çoxu əsasən sürpriz elementlərini hədəf alan pusuq və sabotajı əhatə edir. Partizan müharibəsi kimi, partizan marketinqi də marketinq sahəsində eyni növ taktikalardan istifadə edir.

Partizan marketinqi istehlakçıları təcəübləndirmək, ağıllarında qalıcı bir təəssürat yaratmaq və onlarla sosial qarşılıqlı əlaqələr yaratmaqdır. Çox uğurlu bir hit və qaçış strategiyası hesab edilə bilər. Partizan marketinqinin ənənəvi reklam və marketinq formalarına nisbətən istehlakçılarda daha dəyərli bir təəssürat yaratdığı deyilir və bu günlərdə daha da populyarlaşır.

**Açar sözlər:** Partizan marketinqi, Marketinq strategiyaları, Reklam, Model tətbiqləri.

## **Abstract**

While globalization and internet communication make major changes in the world, naturally, marketing is also affected by this change. Consumers who can not be captured by the classic marketing methods try to be influenced by different marketing approaches. From this point of view new and different marketing forms are emerging. Guerrilla marketing is one of these new types of marketing. Guerrilla marketing can be defined as ordinary and low cost marketing activities.

The research consists of introduction, three chapters, results and literature in accordance with the purpose of the research.

Guerrilla marketing is the concept of advertising or marketing strategy developed and applied to encourage small or large enterprises to spend their products or services unconventional downstream. It involves a lot of personal and memorable levels of high energy and imagination that draw the attention of the public that ultimately stimulates feelings.

The original term was quoted by Jay Levinson in 1984 in Guerilla Advertising in 1984. The term guerrilla marketing is inspired by the guerrilla warfare, which is a wave of unusual warfare and based on small tactical strategies. Many of these tactics cover ambush and sabotage targeting surprise elements. As guerrilla warfare, guerrilla marketing also uses the same tactics in the field of marketing.

Guerrilla marketing is to surprise consumers, create a lasting impression on their minds and create social relationships with them. It can be considered a very successful hit and run strategy. Guerrilla marketing is said to have made a more valuable impression on consumers than traditional advertising and marketing forms, and is becoming even more popular these days.

**Key words:** Guerrilla marketing, Marketing strategies, Advertising, Model implementations

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## **Introduction**

Keeping market investments at a minimum, keeping customers and potential audiences at the highest level of their products and services is the marketing purpose of the guerilla marketers. The changes and developments that occur in the market, in the economy, technology, customer requirements, and customer identity are among the targets of guerilla marketing. These goals are to gain creative ideas and interesting approaches, consumer habits and brand awareness. Guerilla marketing has been used to fight small firms from large firms when it first emerged. It then turned into a low-cost marketing strategy. Large companies also use guerilla marketing in their marketing strategy. With the globalization experienced, the distance between the manufacturer and the consumer has lengthened and its direct relationships have stalled. Due to the need for communication activities in the elimination of distances, it was noticed that only the quality of products and distributions were insufficient in the success of the enterprises, and the need to establish a relationship with the consumer in mastering the products.

Today, the enterprises that can see and use the change can survive and fight against their competitors. Change in businesses only; It is possible to use new strategies that can make itself superior to its competitors in terms of competition. These strategies; the latest trends, entertaining introductions, guerrilla ads, and sometimes viral applications that make people unaware at a time as a marketer. different ideas. Guerrilla marketing is a method that small enterprises can compete with large enterprises in the early periods and it can be easily applied for small and large enterprises. The purpose of Guerrilla Marketing is the same as traditional marketing; more sales by increasing sales. The method it uses is slightly different from traditional marketing methods. This method seeks to find methods that can influence the lowest budget and the results of classical marketing methods. These

apps should be stunning, diverse, fun, memorable. Examples of guerrilla marketing can be found in the open space, on the internet or in any area of life.

The purpose of this study is to increase the awareness of the guerilla marketing method, which is an alternative method to increase sales of enterprises and also to reach their target groups easily and quickly, and to increase the application of this method. This marketing method, which is close to street culture, uses low cost and unconventional methods. In traditional marketing, which is understood as an additional cost element in the period of financing for production and capital in enterprises, the focus is on traditional targets such as selling more and making more profit. However, the methods used in guerrilla marketing differ from traditional marketing methods. Marketing needs to be set aside a specific budget for marketing. However, marketing can be done without any budget in guerrilla marketing.

In the first part of the study, marketing strategy concept, marketing strategies; Finished product, pricing, promotion strategies are theoretically disclosed.

In the second part of the study, the advantages and disadvantages of guerilla marketing with guerilla marketing concept, purpose, history, key features, methods, tactics, advantages and disadvantages, applications were theoretically explained in guerrilla marketing.

The third chapter uses a comprehensive analysis of quality (qualitative) research in Azerbaijan. The world-wide examples of which are often seen but are still a new topic in our country, the method of observing the views of those who specialize in the field of the theme of guerilla marketing is preferred.

## **Chapter 1.Theoretical Analysis Of Marketing Strategies**

## **1.1. Marketing strategy concept**

The concept of strategy in business management is a long term concept. In other words, thanks to the strategy, the company will have the opportunity to prepare systematically in the future. Businesses that operate in an environmentally friendly environment can adapt to environmental changes by providing innovative and progressive strategies. Therefore, the ultimate objective of the top management is to identify the entity's strategy.

Because it integrates the activities of the strategy, such as specialized production, marketing, research and development, and personnel management, to bring the environment forward. Therefore, if enterprises are planning to become leaders in their field of activity, they should determine the progress strategy (Taskiran, 2003).

Together with the concept of developing marketing, it is observed that sales of ads by consumers are not enough. As a result of increasing the ad's impact on sales, and increasing consumer demand for individualized products, rather than mass production, businesses began to use "promotional" activities (direct sales, public relations, promotions, etc.).

Since the 1990s, advertising and a product's "promotion" did not increase the sales of a product, and it was thought that marketing communications should be provided as a whole, with the image of the product, the approach of the enterprise managers, the image of the company. This necessitated the enterprise to identify new sales and marketing strategies (South, 2002).

The use of strategic planning in enterprises is crucial. Because strategy is the goal setting. Businesses need to plan and use strategic planning so they can achieve the results they want in direct marketing practices and succeed.

If strategic planning is not done, the goals can not be clearly and precisely determined, necessary calculations can be made, sources can not be used effectively and efficiently, and analysis and evaluation are in short supply. In particular, when strategic planning is not used in direct marketing applications; what activities, what time, how and by whom should be done, and applications are realized in a mess.


As a result of the natural structure of a product to be produced from the past, the product is also a marketing strategy in this direction. The strategy comes to mean "Stratagem" in ancient Greece. This means that it complies with the meaning used in marketing terminology. According to the Day (1984), the strategy indicates the direction that an organization will pursue during the use of resources in a selected environment. Kotler (1986) describes strategic planning as the process of managing adaptation between the organization's targets, resources and environmental opportunities.

According to Dunsfold (1990), marketing strategy has three features (Dunsfold, 1990):

1. It is necessary to identify long-term targets based on market and available capacities.
2. These objectives should be closely monitored due to rapid changes in the relevant area,
3. The impact of the selected strategy on each of the factors highlighted in the marketing stage should be investigated. In some areas, changes can be made to achieve strategic goals. The scheme may require resource investment and personnel training for some service providers.

**Table 1.**

**Marketing strategy determination stages (Kotler, 1999)**

	The stages of strategic planning ↓ Product objectives	marketing	National goals
Competitors	Environment	Consumer trends	Analysis(SWOT)
Economical situation	Demand trends ↓	Market research	
	Short term appropriate strategies ↓ and targets by developing tactics	Creating short-term campaigns	
	To be sure of impacts on economic, ↓ social and physical environment	Control of results	
	Implementation of strategies and control of results		

**1.1.1.Planning and Implementation of Marketing Strategies**

The planning of the planning marketing strategy involves the implementation of systematic, continuously updated and long-term thinking. Programming is a 12-month strategy formulation process; and all promotional campaigns, prices, and revenues include this calculation (Morrison, 1989).

The organization is prepared to plan the details of the marketing mix after determining the target audience and placing it in line with its goals and objectives. The concept of marketing is part of the marketing tools that cover the manageable and tactical strategies produced by the company as a solution to meet the needs and needs of the target audience (Kotler, 1999). The Marketing Concept reflects every factor that can affect the student.

The product or service is not only with physical features; image, brand, packaging, provided benefits, people who use it. The organization should decide what will be provided by the company at the stage of product development. In the marketing mix, the product must first be determined to meet the needs of the consumer . Then, it is important to take into account the ways in which the product can be designed and provided with added value for the product to provide the highest level of consumer protection.

The price of the product or service is affected by the company's internal and environmental motivation. Internal factors of the company are influenced by company's marketing goals, marketing strategies, product quality, cost and institutional mechanism. In addition, the price of the product, the presence, size, eating habits of the target group in the market; and season dependent.

Distribution is an important element that needs to be addressed when planning a marketing strategy. The delivery envisages where and how the product and service will be delivered and which delivery system will be used (Tavmergen, 2000). The most important purpose of the delivery strategy is to deliver the product or service to the target group quickly and efficiently. To this end, the method of achieving the target group is defined by defining certain alternatives and choosing the best option.

When preparing a marketing strategy, organizations use different communication tools to provide products or services; such as advertising, personal sales, public relations, direct marketing (Kotler, 1999). However, in parallel with recent trends, the goal is to use all communicative means together with factors such as classroom needs, mass marketing and rapid development of information technology.

During the implementation of the product or service, the first stage is to provide information about the product, so the media is very important. Newspapers, magazines, radio and television are the most important channels for marketing products. In addition, effective public relations and working with professionals in this area are the most important marketing tool in the Congress market.

Delivery chain is one of the most important stages in the marketing process. The distribution of products and goods is ensured by supply chains in the marketing process. The supply chain is a concept that covers all consecutive chains of goods and services from procurement to production and to the end consumer. Supply Chain for Business Processes; sales, process, production, inventory management, material supply, distribution, supply, sales forecast and customer service.

Until the goods or services are delivered to the consumer, all sources operating together with the entity constitute a distribution chain. When the supply chain is well managed, productivity is first boosted. The use of human and financial resources resulting from increased productivity has resulted in improved quality. Reduced costs, increased quality and timely production, storage, shipping, distribution and sales increase the enterprise's competitive ability.

Supply Chain Management; to manage the integration of funds, information and cash flow that ensures delivery of the right product at the lowest possible cost

for the entire supply chain at the right time, at the right place and at the right price (IGEME, 1999, 5). Effective marketing and distribution management will have a positive impact on the enterprise's production and marketing activities; more customer satisfaction, a more efficient and productive enterprise, and a way to sustainable growth along with lower costs and higher earnings (IGEME, 1999

The base of production, as it is in the market, is dynamic. Unplanned events can lead to disruptions in planned activities. The production control system must respond to these events by optimizing production goals for planned production. The production management system should coordinate its activities with high-level functions such as planning, sales, and marketing.

Supply Chain Management has been designed to combine various functions such as marketing, sales, purchasing, production and distribution within the ecosystems that cover the suppliers and customers of the company. The Supply Chain Management puts all participants together in order to act together to deliver the latest service to the manufacturer (Better Management Magazine, 2006).

## **1.2.Type of Marketing Strategies**

### **1.2.1.Finished Product Strategy**

Strategies for goods and services should not be established without considering economic and socio-cultural factors in new emerging markets. Strategies for the design, packaging, marking and after-sales services of the products must be in accordance with the demands of middle class consumers. Despite all their inadequacies in economic opportunities, consumers of these countries prefer quality imported goods to their local products. Because, because of the experiences they experienced, they found that the price was not the only factor in the purchase.



Quality and style, as well as after-sales services are effective in purchasing decisions. In these markets, special attention should be paid to product design and packaging, especially due to distribution and storage problems. Consumers' purchasing frequency is high and purchasing quantity is very small. This increases the demand for small-sized products. It is clear that the costs per unit will be high in this case. Therefore, in order to provide consumers with a small and affordable product in these markets, it is necessary to perform the target costing and to create the most suitable price in the design phase.

Since the Latin alphabet is not known in many of these countries which are closed to the outside world for many years, attention should be paid to the more informative of the packages and care should be taken to prevent moisture, heat and light. Considering the demand for new goods and services ready to try, it is very important to create a permanent demand for businesses. A special emphasis should be placed on the branding strategy. Because consumers who face new brands can easily quit the previous one with the desire to experiment with the most recent encounter. In new emerging markets, it is extremely difficult to create a permanent brand image for consumers. Even world-class brands are known to have difficulties in this area.

The local meanings of the logos used in the brands should be investigated. Avoid markings that may lead to misperceptions, and should be used in reference groups (famous local athletes, artists etc.) who have positive impacts on consumers in the country in order to increase persistence. In short, when entering new rising marketing, it is necessary to adapt goods and services to the buying habits of the consumers of that country, instead of going through existing goods and services and waiting to change the socio-cultural habits of that country consumer. It is of great importance to make decisions about the product and to take important actions. The

purpose of these decisions and actions is to enable consumers to buy these products by installing features to meet the needs and requirements of the products.

These decisions are five.

These:

- Quality (Product Qualifications)
- Marking
- Packaging
- Label
- After Sales Support (Ellialti, 2009: 23).

Quality

Quality is concerned with the degree to which a product meets the needs, needs and expectations of its consumers. The higher the quality of the products produced by the enterprises, the higher the increase in sales (Sümer Ilgaz, 2011: 64). Product quality is one of the most important positioning methods for a marketing manager. Quality has a direct impact on product performance. If a product is a poor product in customer thinking, it is almost impossible to sell the product in question.

## **Marking**

Companies are trying to distinguish their products from other products, especially by means of tools such as packaging, name, design, symbol. A brand is a term, a name, a symbol, a sign or a combination of all these, which allows the seller to identify the goods and services of a seller or a group of sellers by their buyers and keep them away from their competitors' goods and services (Ünusan, 2006: 82). The

founder of the brand concept, David A. Aker, is the brand David Different names and symbols that show the products, services of a vendor or vendor groups and differentiate these products from those of competitors (package design, logo).

## **Packing**

The packaging is defined as the container in which the product is placed. The packaging of the produced product consists of three types. The primary packaging is the original packaging that takes the product directly, for example the bottle in which the perfume is placed. The secondary packaging is the packaging which has the primary packaging protection feature. The secondary packaging shows the discarded packaging after use of the product in the primary packaging. The box placed in the perfume bottle is an example of secondary packaging. Tertiary packaging can be named in outer packaging. This packaging is used to help store and transport the product, and is the type of packaging that shows the primary, secondary wrapping. For example, perfumes are placed in the place can be called cartons (Sümer Ilgaz, 2011: 56).

## **Label**

The label gives information about the manufacturer of the product or the product. The label is either placed on the package or placed directly on the product. The label reveals many special features related to the product. For example, it is possible to understand who produced the product, where it was produced, when it was produced, its content, how it would be used and how long it could be used safely by looking at the label on the product or on the label (Ellialtı, 2009: 25).

## **Support after sale**

Consumers are aware of the products they have purchased, for the purpose of modification after the purchase, or to request a request from the vendor again. Therefore, businesses should accept a certain guarantee policy and continue to satisfy consumers after the sale process is finished (Şahin, 2013: 31).

### **1.2.2.Pricing Strategy**

Companies can apply multi-purpose pricing, such as pricing, maximizing sales, maximizing cash flow, and achieving a certain market share. Before pricing, businesses specifically set pricing targets. Insights then define specific targets in specific product groups. Selection of targets in pricing sometimes begins with business objectives and positioning objectives. Since pricing purposes have an organization that affects the entire company, all companies must collaborate and coordinate in defining and realizing these objectives. In general, we know that the pricing purpose is under headings;

- Profitability Purpose
- Sales Purpose
- Competitive Objectives
- Product Positioning Purpose
- Surviving (Surviving) Purpose

#### **Profitability Purpose**

For many companies, the company's first aim was to make a profit for many companies, and in every firm, the company should be able to increase its profit or maintain an existing level of profitability and satisfy its shareholders. Business management and profitability are generally desired by shareholders. The purpose of

the firm is not temporary short-term earnings. Firms can sometimes give up short-term profits for long-term profit by lowering prices when they are first launched. Short-term profit is no longer valid. Nowadays, buyers and sellers are not much in the market. Today, the company's first goal for many businesses is the profit. (Aker,David 2009, 2006: 10-11).

### **Sales Purpose**

In order to survive in the market, businesses must achieve revenue from a particular sale. Therefore, businesses set specific sales targets for them. The first is to reach a sales level within a certain period. Salespeople can achieve a high level of sales with different emphasis. It would be wrong to say that the low price policy applies only to the high sales revenue target. A company can increase its revenue by reducing the price, and it can also create a quality image (Bogusky, 2009: 38).

### **Competitive Objectives**

These objectives are that the prices of the enterprises are based on the price determination of their competitors. Therefore, the company aims to increase its market share by applying low price compared to its competitors in the market, by removing its competitors from the market.

For example, primarily market leader increases business prices and others are following this price. In this case, other companies have little preference. High pricing can be a selective demand by companies, and therefore the profit is declining. On the one hand, low pricing can lead to the reaction of the leading companies in the industry and the new competitors, who find it attractive. In such a case, companies will be able to follow the pricing policy of the industry-leading company and use the non-price-marketing tools as competitors. (Uysal, 2015: 8-9).

## **Product positioning purpose**

Of course, one of the most important factors that determine the price of a product is the value that the consumer gives to that product. Unfortunately, products with more than price value cannot find their own customers. In this case, it is necessary to convince the consumer that the product has the desired value in order to maintain the balance of price value. First the value of the product in the eye of the consumer should be determined and the product should be placed on the market accordingly.

## **The Purpose of Living (Standing)**

It is an important question how businesses can survive in difficult situations. In such cases, the pricing strategy can be used as a means of survival. For this purpose, businesses can reduce their prices to very low levels and these prices can cause lucrative or harmful jobs for businesses. However, the main goal here is that enterprises can pass this test before a certain period of time. (Kasapoğlu, 2007: 25-31).

The consumers of the new emerging markets attach great importance to the basic functional characteristics in products and services due to their economic inadequacies. Rather than receiving products with expensive complex functions, they are more favorable to products that will meet a number of needs that are compatible with their economic power. For example, it would be a great pleasure to have a radio player with a cassette player at a normal radio price, and to have jars that can be used as cups when the substance is depleted. Each additional value added to the product and service will create a psychological effect and accelerate the sale (Manning and others., 1998).

### **1.2.3.Promotion Strategy**

The promotion strategy is the marketing mix, which is essentially the function of communicating with the existing or potential customers of the business within the marketing activities.

Businesses aim to create thoughts, behavior changes or reinforce the existing thoughts and behaviors of consumers through promotion strategies. Therefore, communication methods that are created to inform, influence, persuade and encourage consumers are promotion strategies.

Features of promotion concept

- The promotion is based on the concept of communication and has a characteristic that has persuasive.
- Promotion activities are aimed at facilitating direct sales as well as aiming to influence ideas and behaviors.
- Promotion activities are implemented in conjunction with other marketing strategies and are under the influence of other marketing strategies.

Due to the fierce competition in the new emerging markets, promotional activities should be considered first. In these countries, there is a need for widespread promotion activities to enable them to buy the goods and services for the first time to awaken the sleeper demand.

Considering that consumers in these markets have been closed to different cultures and traditions for many years, great attention has to be paid to advertising and other promotion activities. Large races, religions and societies exist in large markets such as China and Russia. These consumers' sensitivities to cultural, social, political and religious issues should be taken into consideration and practices that

would offend their values in promotion and packaging and brand names should be avoided (Andrews, Netemeyer, 1998).

Considering that many consumers in these markets have just met new products, the messages to be conveyed in promotional activities should be as informative, truth-clarifying and instructive as possible rather than emotional. Newly entered enterprises need to form a strategy to create a “primary demand” instead of merely creating an image. Media planning is extremely difficult due to both lack of communication tools and lack of data, and the most appropriate method of promotion is sales promotion methods for public relations and intermediaries.

Since the very beginning of commerce, marketing has been a force that has spread merchants all over the world. The purest and simplest definition of marketing is sales to gain earnings. If the price of the goods or the product is sufficiently low according to the quality, almost everyone can sell it to everyone. It is to have a customer who is ready to pay more than the cost of a good which is a real challenge.

Many complex activities are required to accomplish this simple task of marketing. The way a firm organizes marketing efforts affects its performance. A wide range of organizational possibilities is the product management approach. Product Management is the structuring of responsibilities, duties and people according to market, brand or product. The purpose of the configuration is to ensure that the company is successful in its marketing by selling the brand or product at a profit.

The first registered product manager of the American Business Management Association (AMA) was a person who worked for Lava Soaps at Procter & Gamble in 1928. Then, for the last 77 years, the concept has spread to most of the consumer



products and also to many industrial companies. However, according to AMA, this management approach was not generally accepted before the first years of 1960s.

As the system evolved slowly, the main logic of the system was vital for management. Recognizing that the company's earnings were created by products and brands made them more focused on the function of the business - production, finance, staff and others. Management has therefore found that there is a need to find a specialist in the marketing of each product.

In the days before the concept of product management, firms had fewer kinds of products than today, so their organization structures were different. This structure is generally seen today in small companies with only a few brands. In this structure, all main marketing functions are directly related to the owner or the owner. There is no marketing director and the chairman has assumed this position. The main point of this type of organization is the power of the president. To ensure collaboration, it can control each critical marketing area, coordinate each function or veto if necessary.

In a second type of organizational structure, the product management brand or product's marketing authority is given to the product manager. The product manager under the direction of the marketing director should manage the entire marketing operation through a line organization.

The product manager is responsible for the performance of this product, such as the president of the traditional organization. The product manager primarily coordinates all marketing, advertising, promotion, development and market research operations. In addition, it is the responsibility of the firm to provide other effective areas within its knowledge:

- 1) Large objectives of the product

2) What happens if there is any change.

3) What is required and expected from each area.

4) What each section should use as a planning guide to achieve what is necessary.

These effective areas are normally purchasing, manufacturing, distribution, sales and accounting. For most companies, switching to a product manager system is confusing, but in the long run it is a lucrative system. Here are some of the advantages of this system.

1) A wide variety of products producing companies provide sufficient attention to each product.

2) The chairman and the management of the firm is freed for long-term studies.

For most companies, switching to a product manager system is confusing, but in the long run it is a lucrative system. Here are some of the advantages of this system.

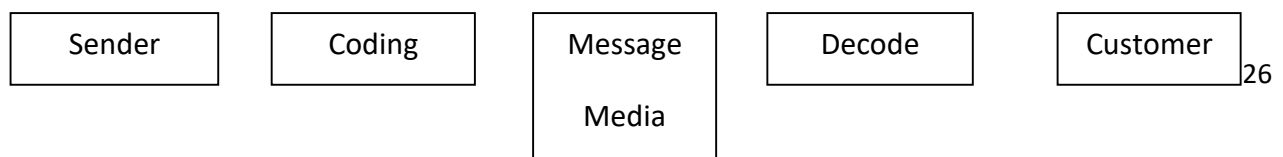
1) A wide variety of products producing companies provide sufficient attention to each product.

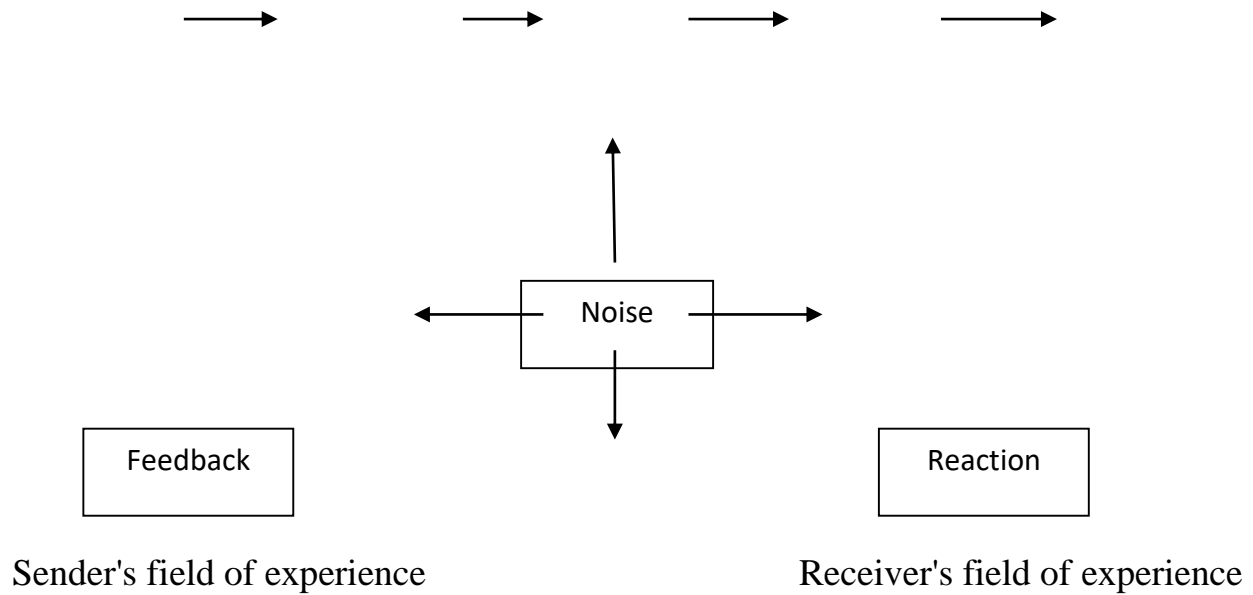
2) Better information and financial control are obtained from product earnings centers.

## Table 2.

### Promotion strategy communication model(Kotler and Armstrong, 2001, p.518)

#### Communication process





## **Chapter 2. Methodological Aspects Of Guerrilla Marketing**

### **2.1. What Is Guerrilla Marketing?**

Marketers in the world identify guerilla marketing in different ways. Some sources say that this is just one method of advertising, while others have more directions. These differences are inevitable. The term "marketing" is a broad idea that even does not have a fully illustrated description. (Tedlow and Jones 1993, 150.)

#### **2.1.1. Historical outline**

The history and development of marketing is closely linked to the history of the market. Changes in the market have created a need for marketing. In principle, the shared history of the market and marketing consists of three stages:

I. Disintegration (until the second half of XIX century) - At this stage the market was very fragmented. Transportation of goods was expensive, production was very

small and the products were sold at a local level and generally had a high margin due to the low level of competition. At this stage, the marketing needs were small or unavailable. (Tedlow and Jones 1993, 8-35.)

II. The merger (the second half of the 19th century, the middle of the twentieth century) - Implementation of mass production and reducing transit costs have led to both the margin and the rapid increase in competition. At the second stage, companies faced an ever-increasing need to stay in the market and sell their products. (Tedlow and Jones 1993, 8-35.)

III. Segmentation (from the middle of the 20th century) - At this stage, the world market was divided both demographically and psychologically. In addition to the price strategy, the right ad type has become very important. (Tedlow and Jones 1993, 8-35.)

The cultural, economic and technological developments of the 21st century have greatly increased the segmentation. The availability of new media, the change of the younger generation's habits and the higher level of awareness of the clients are increasingly difficult to reach the target audience. New marketing strategies are emerging to address these problems and meet the marketing needs of small and medium sized businesses. (Tedlow and Jones 1993, 8-35.)

### **2.1.2. Definition**

The English word "Guerilla" originated from the shortening of the Spanish word of war, and literally means "small war." In English, the word "illegal, independent armed warrior" is a word that perfectly describes the essence of guerilla marketing. (Skeat 2007, 225)

The author focuses on the definition of guerilla marketing developed by Jay Conrad Levinson, also known as the father of guerrilla marketing. For the first time, using this phrase, Levinson mentioned in the Red Advertising, was published in 1984 by Houghton Mifflin. Since then, Levinson has published 25 books on this subject. Guerilla marketing has evolved over the years in the world market due to change in customers and technology. However, the main idea remains unchanged and may be presented as follows:

Guerilla marketing is an extraordinary strategy, secrets and tactics to achieve traditional goals - a great benefit of your small business. (Levinson 2005, 5th)

Guerilla marketing aims to reach the target audience in a low or cost-free way, with the original and admirable way to maximize the investment. Guerilla methods are a great opportunity for smaller companies, because these methods require more time and creativity than real-time. By using mouth-to-mouth and social media, a successful guerrilla campaign can effectively reach the target market (usually the niche market) as well as provide brand recognition. Frequently ads are interactive and often use non-traditional media. (Levinson 2005, 3-35.)

### **2.1.3. Guerrilla Marketing Vs. Traditional Marketing**

There are several differences between the guerilla marketing and the traditional marketing approach. Understanding these differences is crucial to understanding guerilla marketing.

One of the main differences is the combination of resources. In the traditional approach, the main demand is money; In the guerrilla approach, effort, creativity and knowledge are more important. This allows small companies to compete with large companies. This, of course, leads to greater differences - traditional marketing for large companies and guerrilla SMEs. However, as noted earlier, large corporations

have the opportunity to explore new marketing strategies. (Levinson 2005, 6-9) It is relatively easy to apply guerilla marketing. Most of Jay Conrad's books are addressed to business owners, not to marketing professionals. The idea is to provide a mystical and eye-catching look at the marketing process and to ensure that the entire marketing process is controlled by the business man. (Levinson 2006, 6-9) Each process of the company is measured and certain key indicators indicate how prospering a particular action is. Traditionally, success of marketing is often measured by increasing or decreasing sales, while guerrilla marketers seek a change in earnings. (Levinson, 2005, 6-9)

Traditional marketing is generally based on professional expertise, that is, the experience and decision of the marketing team and guerilla marketers justify their decisions on psychology and human nature (Levinson 2005, 6-9).

In addition, traditional and guerilla market growth is also changing. Traditional marketing targets the business to grow in a very linear fashion and diversify it in the second phase. Marketing is more costly than it has ever been for a customer base. The number of procurement is growing, but not their value. At the same time, guerilla marketing focuses on the continuous growth of market share and is a geographical point of progress. (Levinson 2005, 6-9; Margolis and Garrigan 2008, 58.)

Guerilla is very important for marketing companies to build and maintain constructive relationships with their customers. Many businesses using traditional strategies are indifferent to this problem. Well-planned and executed post-marketing marketing is an important contribution to achieving the goals outlined in the previous paragraph. It plays a crucial role in establishing long-term personal relationships

with customers and gaining customer loyalty. (Levinson 2005, 6-9; Margolis and Garrigan 2008, 58)

Another important difference is the understanding of the competitors. While traditional approach tries to shatter and destroy competitors, guerilla marketers see them as potential partners. Finding and disclosing connections may be active for any company. Naturally, this treatment applies to companies offering productive services, but guerilla marketing proves that the largest competitors can collaborate among themselves. (Levinson 2005, 6-9)

Traditional companies provide customers with knowing company name and products. Here, the company is important. Guerrilla companies are moving in the opposite direction. Guerilla companies are privately owned, ie the person or persons managing the company is the "object" advertised. (Levinson 2005, 6-9)

Traditional and guerrilla marketing has a significant difference in customer care. First, pay attention to what a customer can do to a company - how much can it cost? How much can we earn? Second, what can a company bring to a customer? he asks. (Levinson 2005, 6-9)

If the emphasis on traditional approach is placed on advertising, advertising on guerilla marketing is always accompanied by other ways to attract the customer's attention. It is important to use unconventional media and interact with customers.

Guerilla marketing is trying to be an open dialogue, although it is comparable with the monologue, which is one of the traditional marketing communications. (Levinson 2005, 6-9)

Guerilla marketing covers the use of technology. This is the main communication tool used and can be particularly useful in advertising when it reaches the young

audience. Traditional marketing, newspaper, television, billboards, etc. based advertising. This is a distinctive feature of traditional marketing. Although primary media use focuses on more individual and larger groups, guerilla marketing tries to use different means to send individual messages to specific targeted audiences. Ads are examples of these tools. Every aspect of customer relationships and brand perception can be considered as tools. As a result, guerilla marketing provides a range of effective and cost-saving tools that can be developed and managed by entrepreneurs. (Levinson 2005, 6-9; Margolis and Garrigan 2008, 58.)

#### **2.1.4.Principles Of Guerrilla Marketing**

All the guerilla marketing principles are described in earlier sections of this report. However, it is important to understand the main assumption, so it is clearly stated below:

- There is a basis for people's psychology and their thoughts and reactions.
- A significant measure indicates the number of connections created over a period of time.
- Target market and target audience.
- Three ways to develop a business - new references, increasing the number of transactions on a single customer, increasing the value of transactions. (Levinson & Lautenslager 2009.)

#### **2.1.5.Pros And Cons**

##### **Pros:**

- **COST EFFECTIVENESS** - The goal of creative use of low-cost or cost-free marketing methods is to use the company's budget most efficiently.



- **MEMORABLE** - One of the most important features of guerilla marketing is to eliminate marketing activity, also therefore be memorable.
- **WORD-OF-MOUTH** - One of the goals of Guerrilla companies is to keep up with the naturally-funded campaigns. (Blakeman 2014, 37-56)

**Cons:**

- **PUBLIC OPINION**- Guerilla marketing campaigns are often controversial, and therefore, businesses that use it should always consider risks.
- **TIME INVESTMENT**- Guerrilla often needs time sacrifice to compensate for the lack of marketing, budgeting or various resources.
- **CREATIVE SKILLS** - Of course, the strength of each entrepreneur is not creativity, which is a major obstacle to creating a successful guerrilla campaign based on creative thinking. (Blakeman 2014, 37-56.)

**2.1.6.Factors to be considered in Guerilla Marketing**

According to Levinson (1998: 25), there are some secret factors in guerrilla marketing. These can be listed as follows;

Commitment, investment, consistency, reliability, patience, diversity, subsequent, appropriate, surprising / exciting, measurement, participation, dependence and armament. These statements are explained as follows:

You must be connected to your marketing program

You should see your program consistent

Be patient to maintain loyalty

You must understand that marketing has a variety of weapons

You should aim your company to work properly for its customers

You must measure to judge the effectiveness of your weapons

### **2.1.7.The Advantages of Guerilla Marketing and Basic Building Blocks**

Guerilla marketing methods can increase the strategic impact and efficiency of advertising campaigns. These tactics are often created in a form that can be placed side by side with conventional, on-line media, and that supports this type of media as part of an integrated campaign (Burtenshaw et al., 2014: 52).

The most important advantage of guerrilla marketing is the superiority it creates in terms of cost. There are many free marketing weapons Levinson has mentioned in his books. Combinations created from these guns provide significant returns to enterprises when used together and effectively. The fact that guerilla marketing activities are creative, extraordinary, surprising and entertaining causes these activities to create a positive impression on the target audience. In addition, creative and amazing communication activities can stay longer in the minds of consumers.

However, guerrilla marketing intensively uses psychology and emphasizes the importance of NLP techniques. Guerilla marketing thinks that the communication activity should be directed towards the consumer's subconscious. For example, by using subliminal marketing communication and NLP techniques, an ordinary consumer can be transformed into a consumer who is willing to buy. Finally, guerrilla marketing defends the need to identify and focus on a niche in markets rather than mass marketing. In this way, the company will focus on a small part of the market and understand the consumer needs in that department and will reach the profitability which is the main target in guerrilla marketing. All these advantages lead businesses to achieve profitability through low-cost marketing efforts and high sales figures. (Burtenshaw et al., 2014: 52).

In Hutter and Hoffmann (2011: 42-43), he explained the building blocks that led to the creation of guerrilla marketing influence;

- **Surprise effect:** Consumers focus their attention on advertising because they are surprised by a non-traditional movement of guerrilla. In general, guerilla marketing instrument focusing on this effect is ambient marketing, sensation marketing.

- **Propagation effect:** Advertising messages were spread voluntarily by consumers because they were surprised or attracted by guerrilla movement. In general, viral marketing and whisper marketing is the guerilla marketing tool that focuses on this effect.

- **Minimum cost effect:** The guerrilla movement is partly less costly as advertising is practiced and spread non-traditionally. This time avoids typical and flexible advertising costs. In general, this effect is a guerilla marketing tool on insidious marketing. Today, consumers can be exposed to hundreds of advertising messages in one day. In this case, businesses that want to convey their message to their target audience must create the most effective media and the most effective message in this mess of message.

In order for any marketing communication activity to be defined within guerrilla marketing, the activity must surprise the consumer, attract his attention, be interactive or provide an experience. Experience and sense of reality are among the key concepts in the success of today's brands (Bogusky and Winsor, Dahan and Levi, 2012, p. 40) and guerrilla marketing are especially notable for these two features.

The real advantage of guerrilla campaigns to brands is the viral effect it has created. This advantage can be measured by how much the target audience speaks of the advertised brand as a result of the campaign realized. As a result of these campaigns, consumers who are exposed to advertising will start to make a name for

the brand name as they tell their experience to another consumer (Burtenshaw et al., 2014: 54).

### **2.1.8. Guerrilla marketing plan**

Marketing plan and strategy is one of the most important points of guerrilla marketing. One of the common points of successful companies is that they have successfully prepared their marketing plans. With these successful marketing plans, the companies attract the target audience, catch them and bring them back. Therefore, the marketing plan in guerrilla marketing is the life insurance of the enterprise (Levinson and Lautenslager, 2006: 83).

Levinson (1998: 42) argues that guerrilla marketing requires patience and that the right way to achieve this goal is very important in terms of success in marketing. The marketing strategy in guerilla marketing is created with 7 sentences. These;

1. Explain the purpose of the sentence strategy.
2. The second sentence defines how to achieve this purpose, but also the competitive advantages and benefits of the business.
3. 3rd sentence explains the target market or markets of the enterprise.
4. The sentence is the longest sentence and outlines the marketing weapons that the business will have.
5. The sentence describes the niche market that the business should focus on.

### **2.1.9. Guerilla Marketing process**

The planning and implementation process is a very important process in the successful marketing of an enterprise. Even the largest companies in the world can suffer enormous losses because they cannot plan and effectively coordinate these processes.

While clever, ingenious, or highly budgeted, there are billions of dollars in inefficient marketing programs, and nowadays, many marketing executives assume that well-designed, effectively implemented and financially well supported marketing programs will succeed. Successful marketing programs are based on defective assumptions (Ries and Trout, 2014: 9). Therefore, it is very important that the marketing program is logical, measurable and controllable. The process that businesses need to follow in order to implement guerrilla marketing is five stages. This process and the steps that should be taken at every stage can be listed as follows (Levinson and Rubin, 1996; Nardali, 2009,107-112.);

- Building a broad knowledge base: Having an idea without having enough information about a marketing program can bring with it some problems. Therefore, enterprises should establish a database consisting of detailed information about itself and its external environment at the first stage of the process.

- SWOT (Powers, Weaknesses, Opportunities, Threats) to do the analysis: The business should determine the strengths and weaknesses of the market at the same time to review opportunities and threats. The business should consider its competitive advantages in the marketing program. In line with this data, the guerilla marketer will collect the information necessary to achieve a strategic alignment between the advantages of the enterprise and the opportunities offered by the market.

- Preparation of the marketing calendar: A market-oriented guerrilla marketing calendar should be established and adhered to this schedule to ensure a successful planning. In addition, all marketing weapons chosen by the company must be used simultaneously and be prepared for counter-attacks from competitors.

## **2.2.Guerilla Marketing Applications**

Guerilla marketing can show itself in many areas. In addition to the remarkable practices encountered in the open-air environment, guerilla marketing covers a wide range from how a salesperson should talk to the consumer. These practices performed in the open air distinguish themselves from traditional marketing practices with their extraordinary, remarkable, creative and original character.

According to Levinson, guerrilla marketing practices can be classified under two headings as mini-media and maxi-media planning (Levinson, 1998, cited in Dahan and Levi, 2012, p. 40). Mass media are not used in mini-media planning and guerrilla marketing activities are carried out without paying the commission. Other planning programs are carried out by mass media (Dahan and Levi, 2012: 40).

Mini-media planning includes guerrilla marketing activities without the use of mass media and without paying the intermediary commission. Mini-media planning is more visible because of the use of channels that large-scale enterprises do not frequently direct and draws up the success rate. Although guerrilla communication uses a variety of mini-media channels, it is thought that the most effective activities are grouped into three categories (Levinson, 1998; Solomon, 2004; Dahan and Levi, 2012, p. 40). These 3 categories; mouth to mouth marketing, open air and guerrilla public relations (Dahan and Levi, 2012: 41).

Maxi-media planning includes guerilla marketing activities using television, radio, newspaper and magazines. The main objective of maxi-media planning in guerrilla marketing is to support mini-media applications or to reinforce the message of an advertising campaign. Achieving the outcome-oriented and measurable targets

is also one of the objectives of maxi-media planning (Dominick, 2009; Levinson, 1998; Levinson and Lautenslager, 2006, p. 42).

Guerrilla marketing involves many unusual marketing activities that are not traditional. Guerilla marketing is therefore an umbrella concept that covers many non-traditional marketing methods and methods. Each of these methods and methods includes some of the specific features of guerrilla marketing. It is possible to list the guerrilla marketing activities that are frequently encountered in practice as follows;

- Viral marketing
- Ambush Marketing
- Experiential Marketing
- Real-time marketing
- Ambient marketing and advertising

### **2.2.1. Viral Marketing**

The term viral marketing was first used by Steve Jurvetson and Tim Draper, co-founders of the company, who thought that viral marketing would be a special catalyst for the rapid rise of Hotmail company (Sudarevic et al., 2015: 102). Viral marketing, also known as referral marketing in, is an advertising campaign, engaging videos, articles, images, etc. is a marketing strategy aimed at introducing the e-mail to a certain audience and forwarding the advertisement e-mail to the people in their e-mail address. At the same time, viral marketing is the form of oral marketing in electronic media. Increased use of social media such as YouTube and so on. It is provided to share and share content that is not shared by sites, does not

contain any advertising messages, or the ad message is hidden in video, visual or symbols. In this way, the first content is reached to consumers such as the spread of a virus. The consumer is not aware that he is exposed to an advertisement, and the desired message reaches him without the consumer being unaware.

### **2.2.2. Ambush Marketing**

Ambush is a term used in the literature for buzz, undercover, and covert marketing. Confidential marketing can be defined as a set of tactics that do not include promotional messages perceived as an ad to reach the target audience (Cooney, 2005, referring to Pehlivan et al., 2015, p. 592). In this marketing technique, the consumer does not recognize that the event he / she is facing is an advertising activity, so that the tendency to avoid advertising is eliminated and the advertising message is communicated to the consumer in a confidential manner.

### **2.2.3. Sneaky Marketing**

Sneaky marketing is the activity of a brand associating itself directly or indirectly with an organization, a celebrity or a team without paying any sponsorship fee and depriving them of the sponsorship values obtained by official sponsors (Meenaghan, 1995, p.12). This marketing method is usually used for UEFA, FIFA, Olympics and so on. manifests itself in very large organizations. Firms that bring themselves out of such big organizations without paying official sponsorship fees are aiming to fulfill their promotional activities in a sneaky manner, avoiding huge costs. In addition to the economic benefits it can provide, insidious marketing may bring with it some ethical and legal problems. In 2010, for example, in the World Cup event held in South Africa, Budweiser, the official sponsor, faced the insidious marketing activity of Bavaria beer. A group of women in the Danish-Dutch match, the same orange (color associated with the Bavaria brand) t-shirt and mini skirt next



to each other wearing the Dutch national team seemed to support and attract attention, but the main purpose of a Dutch beer brand of Bavaria is not an official sponsor to introduce in an insidious way in the organization.

#### **2.2.4. Experiential Marketing**

Consumption preferences and changing market conditions also indicate the necessity of marketing to keep up with this difference. In this context, the concept of relational marketing advocates the continuation of relations with existing consumers and at the same time introducing them into the portfolio by initiating relations with new consumers. Value creation is the most important factor in this. Nowadays, brands that can keep up with the evolution that consumption has undergone, realize the value creation factor by interacting with and interacting with consumers. The brands that can provide consumers with happy experiences related to their products and services, thus, lead to the establishment of a judiciary in the minds of consumers while acquiring a pre-purchase place in their minds. In this way, brands can develop new relationships with consumers and at the same time strengthen their relations with existing customers.

#### **2.2.5. Real-Time Marketing**

The main philosophy of guerrilla marketing is that the marketing activity does not bring any burden on the business in terms of cost, being creative, surprising, affecting the target audience, creating awareness for the brand and resulting in profitability. In this context, real-time marketing activities can be evaluated within the scope of guerrilla marketing. Real-time marketing is the activity of creating a content by identifying itself with an event occurring outside the business, whether it is related to the business or not, and it reminds itself to the brand by publishing it with the right message at the right time in the target audience. Creativity, energy,

labor and, most importantly, synchronicity are very important in the successful conclusion of these activities. (Kaya, 2010: 266).

In 2013, Super Bowl (National Football League) held in the United States on the discontinuation of electricity to cut the power of those who follow the match on Twitter is an opportunity to turn the biscuit manufacturer Oreo, "Electric is cut is not a problem, you can eat in the dark" (Power out? No problem. You can Still has a visual tweet containing dunk in the dark), and this tweet has retweeted more than 15,000 (Rowe, 2016: 23)

### **2.2.6.Ambient media marketing**

Although media marketing has been named in the literature under different terms (media, communication, marketing, advertising) under the concept of an ambient Ortam, it has been an advertising work that has been discussed or applied. Basically, ambient advertising is the activity of the elements of the environment in which consumers interact frequently in their daily lives, in a form that is unusual, creative, not expected by the consumer, and used for the purpose of transmitting the advertising message by changing. Media advertising is also called guerilla form of outdoor advertising (Hutter & Hoffmann, 2013: 93-94). Luxton and Drummond (2000: 735) define) ambient advertising as the first ad application to unusual and unexpected locations, non-traditional methods, for the first time or to do so.

## **Chapter 3.Results Of Implementation Of Guerrilla Marketing In Azerbaijan**

### **3.1.Research**

In the research section, the importance, purpose, limitations, scope, method, universe of research, data analysis techniques to be used in the research and the

findings obtained as a result of the research are examined. The findings of the research will be explained with the help of tables and according to the results of the research, the applicability of guerrilla marketing in different sectors will be interpreted.

### **3.2.Purpose of the research**

In the study, the examples applied in the enterprises which are the producers of goods and services in Azerbaijan are examined and it is aimed to develop model proposals for guerrilla marketing applications in enterprises. In order to provide an understanding of guerrilla tactics and to get an idea about guerrilla tactics and to provide a new point of view for guerrilla marketing in the future.

### **3.3.Importance of Research**

The financial insufficiency of the companies operating in Azerbaijan leads to insufficient marketing efforts. It is accepted as a marketing strategy that can be applied because of the low cost of guerrilla marketing in the enterprises which do not allocate the necessary budget to marketing. In this research, by examining the advertisements applied in guerrilla marketing and determining the application strategies and the applications examined, necessary suggestions can be developed for the implementation of guerrilla marketing in enterprises. With such a study, it will be possible to contribute scientifically to the literature and give information about the applications to the business managers. From this point of view; It is important to draw attention to the importance of guerrilla marketing in terms of the enterprises operating in Azerbaijan, to make them understand the usability of the sector, to provide an understanding by the enterprises and to provide a new perspective guiding by example guerilla marketing models.

### **3.4.Scope and Limitations of the Research**

As the guerrilla marketing method, which is one of the alternative marketing strategies, is new, the work done in this area is quite inadequate, and the field of use of this new expanding marketing method is small. In Azerbaijan, there is very little number of enterprises in which guerrilla marketing advertising is applied. Therefore, in the study, a limited number of guerilla marketing advertising samples were examined in enterprises in different sectors producing goods and services.

The limit of the research is on the low number of applied samples and the date of evaluation. Research examples are limited to guerrilla marketing advertising practices and there is no other limitation in research. Examination of applied models is limited to content analysis.

### **3.5.Method of Research**

With guerilla marketing, a very cheap, even free-of-charge marketing can be done with an attractive, unique and thought-provoking tactic to get a place in the customer's mind. In this respect, the concept of guerrilla marketing, one of the innovations brought by the new age to marketing and which has not yet found widespread use, has been revealed by literature review. In this study, which aims to reveal the extent to which this new marketing method can be applied in the sector, which is not known in Azerbaijan but is very well known for the purpose of effective marketing with small budgets in the field of businesses, advertising examples about guerrilla marketing applied in Azerbaijan were analyzed and analyzed.

The universe of the research consists of examples of guerrilla marketing advertisements made by different firms to date. The method used in the research is snowball sampling. In general, the method of sampling is the absence of an existing framework, where the members of the universe are definite and the limitations of the

universe cannot be determined or difficult to create. In this study, it was decided to use snowball sampling method because the data about the guerilla samples were found in discrete, scattered and independent environments. As it is known, after a random unit is reached in the snowball sampling method, it is tried to reach other units if there is any. With the help of the data obtained, the second data is transferred to the third data with the help of the second data. In this way, the size of the sample expands as if a snowball is growing (Punch 1998, Yazıcıoğlu and Erdoğan 2004, Altunışık, Coşkun, Bayraktaroğlu and Yıldırım, 2005: 133). 30 different guerilla samples were included in the study. The applied samples were examined in order to investigate the applicability of guerrilla marketing in different sectors. This study is the basis for the study of model examples in different sectors.

### **3.6. Analysis Method of Data**

In the light of the criteria determined in the evaluation of the research, content analysis of guerrilla marketing advertising applications was made in the light of the findings obtained from the literature in order to enable the guerilla marketing method to be used easily in enterprises and to illuminate the managers who do not have sufficient knowledge about the method. In this analysis phase, different guerilla marketing advertisement samples were examined in terms of the enterprises, the products they introduced, the place of advertising of guerrilla marketing, the slogans used in the advertisements, the subject of the advertisement, the design differences used in marketing and the emphasis made on the advertisements. During these investigations, guerrilla marketing practices were evaluated as follows:

1. Company Name: This section contains the names of business names advertised in guerrilla marketing.

2. Product Introduced: Information about the advertised product or service is provided.

3. Place of Advertising: It has been given information about the location of the guerrilla advertisement and it has been evaluated whether it is applied in open areas or closed areas.

4. Subject of Advertising: The main subject of the applied guerilla marketing advertisement is explained.

5. Slogan: In the commercials where guerrilla advertisements are applied, the slogans used in the advertisements are examined by examining whether the slogans are used.

6. Emphasize: In this section, the subject of what is emphasized in guerrilla advertisements and what is done is examined.

In addition, in the content analysis conducted within the framework of the guerilla samples applied by both the goods and services producing companies, the purpose of the advertisement, the target market of the advertisement, the type of advertising in the subject matter subject, the advertising tool used, the tactics applied in guerrilla marketing, the elements highlighted in the advertisement and the guerrilla art applied are separate for each example. evaluated separately.

The purpose of the ad: In this section, the purpose of the advertisement is examined. It was evaluated whether the guerilla marketing advertisement was intended for information, persuasion or recall.

2. Target Market: It was examined whether the target group of the guerrilla advertisement is directed to women, men, children, young people, elderly people or all.

3. Advertising Type from the Point of View Subject: Considering the guerilla ads examined, it was evaluated whether the advertisement is intended to be directly or indirectly for sale.

4. Advertising Tool: In the guerrilla advertisements applied, it has been tried to determine which newspaper, magazine, radio, television, direct mail, internet, billboard, cinema advertisement and open air vehicles are the most used as advertising medium.

5. Tactics Applied: In this section, the guerrilla marketing ads are examined with the use of confusion, reaching more masses, creativity / imagination, material, niche positioning, mouth-to-mouth advertising, competitions / sweepstakes, infectious, funny and unusual tactics.

6. Highlighted in Advertising: In terms of the element emphasized in guerrilla advertisements, product, company name, logo, quality, social responsibility, durability, naturalness, charm, comfort and comfort are the most emphasized.

7. Guerrilla Art Techniques Applied: The guerrilla marketing samples examined were examined whether the techniques used in guerrilla art were poster art, culture complexity, stencil graffiti, inverse graffiti, decal art, street installation and graffiti animation techniques, or whether there was a guerilla advertisement that did not use any guerrilla art technique.

### **3.7. Findings of the Research**

In this part of the study, the findings of guerrilla marketing ads are analyzed. With the findings of this section, sample model proposals will be offered to enterprises.

MC Donalds, Papa John Pizza service, Coca-Cola, Azersun, Nescafe, KFC guerilla ads applied in different businesses and advertised products and the places where advertisements are applied are examined mostly in outdoors, streets, streets, bus stops, billboards, walls, etc. It is noteworthy that guerrilla advertisements are made in areas where people are concentrated. When the subject of the advertisements is examined, it is seen that different guerrilla tactics are used to draw attention to the product or company. When the slogan used in guerrilla advertising in enterprises was examined, it was found that most of the guerrilla advertisements were not used in the slogan. In addition, the design differences used in these ads were evaluated separately for each advertisement sample. Last but not least, the emphasis on these guerrilla advertisements is; interest, attention, social responsibility message, promotion, attractiveness of the product, naturalness, quality, durability and was made to keep in mind. The findings for the content analysis of different guerrilla marketing advertising practices in the field of guerilla marketing are presented in the below 3 Table .

## **Content analysis of Guerilla Marketing Advertising Samples in Azerbaijan**

### **Case study: Papa John's Campaigns**

#### **About the brand**

Papa Johns Pizza has opened its doors for more than 30 years initially and is known to be the best in making advanced product descriptions and productions. Quality is in essence. The first pope Johns's pizzas made in a broom closet in Jeffersonville, IN, are currently being launched by more than 6,000 locations in 50 countries around the world and in the region. Whether you have signature sauces, sauces, original fresh pastries, or even a box itself, they always invest in their materials to make you the best quality pizzas. They do not use more processed and



inexpensive materials. It's not just a good pizza for customers, it's also a celebration, a meal, a family gathering and a birthday. Their goal is to persuade you that you have the best ingredients ever.

## **Marketing campaigns**

The campaigns and advertisements are based on receiving impressive results. The position of Papa Johns in the Azerbaijan market prior to the campaign was ideal. Several parts are introduced during the four campaigns (Advertising Space, plot of Advertising, emphasis committed in ads).

**First Campaign:** A happy couple. At Papa Johns restaurants, customers can enjoy fully pizza and wifi in the same time. They aim to attract the attention of customers and keep in mind.

**Second Campaign:** Second Campaign: The goal of the strategy is to provide a Novruz championship (Egg War) at Nawruz Holiday, introduce their restaurants, and bring a 7-person pizza menu. They aim to attract customers, introduce themselves and engage in social activities.

**Third Campaign:** Preparing pizza in the shape of pine tree on New Year's Eve, they also celebrated the holiday and recalled their restaurant customers once again. They aim to attract the attention of customers, make a self-promotion and do an social activity.

**Fourth Campaign:** Papa Johns is a choice of beautiful ladies! The girl's hat is in pizza form. They aim to attract the attention of women.

**Fifth Campaign:** Slogan: Who does not want to earn a discount until the age of?

Papajohn's invites customers to celebrate their birthdays at Papajohns restaurants. The terms are very simple: The birthday person should come closer to the office in Baku and present it to the cash office together with the identification document. No matter what their ages are, for each pizza order they will receive a lower rate of interest. If a birthday party is 4 or more guests, it should be informed 1 day before this date and the campaign is only for the restaurant, not for mini-pizzas.

### **Case study: KFC's Campaigns**

KFC (Kentucky Fried Chicken) is the world's second largest chain of restaurants. It has around 20,000 restaurants in 123 countries and regions around the world. KFC sells fried chicken, chicken burgers, salads and sandwiches in restaurants around the world. It is based on fried chicken, and therefore sells chicken, garnish and dessert. Apart from North America, KFC also offers other kebab-like chicken flavors. KFC was founded by Colonel Harland Sanders in 1952. The company adopted the abbreviated form of its name in 1991. From April 2007, the company has begun to use its original name. KFC uses a full name in signage and packaging ads during the corporate branding phase. Brand new, newer and renovated restaurants are using the new logo and name. Yum! prefers abbreviated name in ads. The most famous slogan is 'soo good'.

### **Marketing campaigns**

The campaign of KFC is based on receiving impressive results in Azerbaijan market. The position of KFC on the Azerbaijan market prior to the campaign was

ideal. Several parts are introduced during the four campaigns (Advertising Space, plot of Advertising, emphasis committed in ads).

**First Campaign:** The Volunteer Union has organized a two-day charity action for Ganja residents on the first day of the action, watching the cartoon in the cinema and the next day with a delicious lunch at the Gangaland entertainment complex, where the KFC restaurant serves smaller guests. In these two days, more than 60 children have been happily, happily and unforgettable. It aims to attract customers, introduce themselves, make social activities and give a social responsibility message.

**Second Campaign:** The KFC restaurant network hung the chicken drumstick on Christmas Eve as a Christmas toy from the pine tree and once again presented its companies and congratulated its customers on New Year's Eve. They aim to attract customers and increase the idea of eating chicken.

**Third Campaign:** As a result of the desire to eat a hungry child, the shape of the mouth is similar to the chicken leg. They aim to attract customers and increase the idea of eating chicken.

**Fourth Campaign:** Remember the fried chicken in KFC when the fast rally racing machine crashes into the gas. It aims at keeping the minds of customers and keeping them in mind.

**Fifth Campaign:** To celebrate Valentine's Day, one of the chicken drumstick in human clothing gives heart another chicken drumstick. It aims at keeping the minds of customers and attract attention of customers.

## **Case Study: NESCAFE's Campaigns**

Nescafé is the world's first coffee machine. It's a coffee brand of Nestlé. Today, it is almost universally known and consumed. Nescafe also added many new flavors to the coffee and made many improvements in the coffee market. Finally, it is the first brand to offer its users instant cream, sugar and coffee. Nestlé claimed around 3,000 glasses of Nescafe are consumed every second in the world.

NESCAFE's slogan: Bi Kahve?

A nice start to the day, while studying, playing games, taking a break from work or having a nice pleasure after dinner. Gold, 3'1, Classic, Espresso, Latte all kinds of coffee with new beginnings, new ideas, or great conversations .. Bi Kahve?

### **Marketing campaigns**

The campaign of NESCAFE is based on receiving impressive results in Azerbaijan market. The position of NESCAFE on the Azerbaijan market prior to the campaign was ideal. Several parts are introduced during the five campaigns (Advertising Space, plot of Advertising, emphasis committed in ads).

**First Campaign:** It is known that coffee in the morning completely wakes people up and makes people think. Scientists think that coffee encourages people to drink, but also increases their ability and even strengthens memory. Some of them are milked, some of which contain black coffee in the cups, preparing the watch and there is no time drinking coffee, and the morning started drinking coffee. They aim to attract the attention of customers and keep in mind.

**Second Campaign:** University cafeterias. Sharing images with hashtags and taking a gift at the stands installed at university cafeterias. They aim to attract the attention of customers.

**Third Campaign:** A new, awakened and still drowsy person faces a cup of coffee that is bigger than his own, and a staircase opens up in front of the coffee. There are days when you feel that way. Is not it? They aim to attract the attention of customers and keep in mind.

**Fourth Campaign:** Encouraging people to be more active and engage in sport by putting 2 Nescafe cups on the wheel of the bike. They aim to attract the attention of customers.

**Fifth Campaign:** Consumers are asked to pick one of the six types of sachets and look after their tastes and then ask them whether they like it or not. And if they want it to be a new taste, they will be able to mark the comments and then win the 5AZN call card. Spring is coming! Be more active with Nescafe and start sports. It is aimed to attract the attention of customers and keep in mind.

## **Case study: Bizim Sufre's Campaign**

### **About the brand**

Started production at Azersun Holding Baku Oil Plant in 2009. It has been in the market since 2009. The products have been produced to meet the expectations of the Azerbaijani consumer. This product is available in Bizim Sufre products, each of which requires the ladies' products to prepare ideal dishes. Bizim Sufre products are on the market for more than 5 years. Bizim Sufre are manufactured in complete automated conditions. Salads, dishes and various snacks are taken very deliciously with our Bizim Sufre.

Our Bizim Sufre has won international awards in the design competition "Ambalaj Ay Yıldızları 2014" in Turkey. As a result, Azerbaijan has demonstrated its competitive force in the international arena.

### **Marketing campaign**

In Nawruz festival, Ganja city the Mayonnaise and ketchup packers standing in front of Bizim Sufre stand attract people to the stand. It is aimed to attract the attention of customers.

### **Case study: Coca-Cola's Campaigns**

Coca-Cola is an American-origin sugar-tasting, non-alcoholic beverage brand. Coca-Cola is a multinational company with a variety of alcoholic beverages. The company was founded in 1886. After the Second World War, he won a major market share in Europe, then worldwide with advertising campaigns. Coca-Cola and Pepsi's companies change their drinks to prevent their cancer from becoming infected.

Coca-Cola and PepsiCo have about 90% share of market, according to a research firm Beverage Digest, which has followed developments in the food sector. Coca-Cola then manufactures certified Coca-Cola products, with a filter water, flavouring in more than 190 countries around the world. The Coca-Cola Company also sells concentrates world's largest restaurants, food services distributors.

### **Marketing campaigns**

First Campaign: First Campaign: Official partner of European Games was Coca-Cola. By Coca Cola at that time was offered its customers a tickets, other surprise gifts during competitions.

Second Campaign: Your life is full of games, happy moments. The water flowing from Coca Cola containers reminds the figure of the competitors (gymnast, runner).

Third Campaign: The young man has a picture of a lip on his t-shirt, and the young man has pretended that as if the mouth on the t-shirt was drinking a Coca Cola.

Fourth Campaign: A man caught by Coca Cola on the Caspian Sea coast shows that the fantasy from the sea was just Coca-Cola's gas.

Live the moment, make life more exciting and colorful.

Fifth Campaign: Coca-Cola has prepared special prizes for winners of the First European Games in the form of gold, silver, bronze Coca Cola bottles.

## **Case study: Mc Donald's Campaigns**

### **About the Brand**

MacDonald's is a fast-food company founded in the United States in 1940. Then, in those years, a new concept was developed by builders, based on fast service, cheap price and large volumes. In that time only 9 menus were preferred (hamburgers, cheeseburgers, three types of cold drinks, milk, coffee, slices of fried potatoes, roasted potatoes and milk cocktails). Later on, smaller hamburgers began to generate revenue of \$ 350,000 per year. Compared with previous restaurants, the volume of current sales is almost doubled. Workers' movement was learned during

the preparation of the food, equipment was placed more efficiently. By the middle of the 20th century, McDonald's restaurants had almost 700 restaurants. Currently, McDonald's has more than 40,000 restaurants operating in 120 countries around the world and employs over 1.7 million employees. The first McDonald's restaurant in Azerbaijan was opened in Fountain Square in 1999, in the center of the capital, Baku. At present, there are more than 10 McDonald's restaurants in Azerbaijan. At present, more than 1,000 employees work in McDonald's restaurants in Baku, Azerbaijan.

### **Marketing campaigns**

**First Campaign:** On November 1, McDonald's Azerbaijan launches a traditional charity action called "Give a helping hand!". From November 1 to 20, a handheld sticker or special breloks, and on November 20, each of the Big French Fries recipients, has been helping children with special needs, including McDonald's and the Children's Fund of the Republic of Azerbaijan.

**Second Campaign:** Have you already benefited from the new favorable offer of McDonald's and Bravo grocery chains? Go to any Bravo, shop, and get discount coupons. Use these coupons at McDonald's restaurants to purchase a range of products at a discounted price!

**Third Campaign:** Are you following the FIFA 2018 World Cup Football Championship? Football fans all over the world waiting for the final! France and Croatia will compete for the World Cup in the final game. Whom do you intend to do? The strongest will win! sponsoring the Mc Donalds World Championship.

**Fourth Campaign:** McDonald's Azerbaijan celebrated International Children's Day this year in partnership with the Hayat Charitable Foundation. Donations from McDonald's restaurants customers were donated to the Life Foundation and were



used for the treatment of children suffering from visually impaired children with visual impairments.

Fifth Campaign: Fine taste does not make much money! In the advertising, Leonardo Da Vinci's Monaliza work is offered for \$ 1 billion 500 million \$ while the French fries and cold beverages are offered for 1 AZN.

The percentage distributions and frequencies obtained from the analysis of 25 guerrilla marketing advertising practices in the field of guerilla marketing are presented in Table 4 below. 32% of the samples of guerrilla marketing advertisements examined were used to inform customers about the product, 32% were used to persuade the customer to buy the product and 36% were used to remind the customers of the products. In line with the results, guerilla marketing advertising applications are generally used for reminder purposes (36%). When the samples included in the study were examined in terms of the target market, it was determined that 100% was for both women and men. In this respect, it is possible to perform guerrilla advertisements for women, men, old people and children in enterprises that appeal to different customer groups, while advertising for all groups.

**Table 3.**

**Features of Guerilla marketing application examples**

	<b>Frequency</b>	<b>Percent</b>
<i><b>Purpose of Advertising</b></i>		
<b>Information</b>	<b>8</b>	<b>32</b>
<b>Reminding</b>	<b>9</b>	<b>36</b>
<b>Persuasion</b>	<b>8</b>	<b>32</b>

<b>Total</b>	<b>25</b>	<b>100,0</b>
<i>Target Market</i>		
<b>All</b>	<b>25</b>	<b>100,0</b>
<b>Total</b>	<b>25</b>	<b>100,0</b>
<i>Ad Type</i>		
<b>Direct Sales</b>	<b>13</b>	<b>52</b>
<b>Indirectly For Sale</b>	<b>12</b>	<b>48</b>
<b>Total</b>	<b>30</b>	<b>100,0</b>
<i>Applied Tactics</i>		
<b>Diversion</b>	<b>6</b>	<b>24</b>
<b>Creativity-Imagination</b>	<b>7</b>	<b>28</b>
<b>Funny</b>	<b>4</b>	<b>16</b>
<b>Unusual</b>	<b>5</b>	<b>20</b>
<b>Giveaway</b>	<b>4</b>	<b>16</b>
<b>Total</b>	<b>30</b>	<b>100,0</b>
<i>Highlighted in Advertising</i>		
<b>Product</b>	<b>9</b>	<b>36</b>
<b>Company name</b>	<b>4</b>	<b>16</b>
<b>Quality</b>	<b>1</b>	<b>4</b>
<b>Social Responsibility</b>	<b>5</b>	<b>20</b>
<b>Durability</b>	<b>1</b>	<b>4</b>
<b>Attractiveness</b>	<b>4</b>	<b>16</b>
<b>Comfort</b>	<b>2</b>	<b>8</b>
<b>Total</b>	<b>30</b>	<b>100,0</b>

As it is seen in Table 4, it is concluded that 52% of the samples are directly for sale and 48% for indirect sales. In line with this data, it is observed that more than half of the applied examples are for non-direct selling (48%) and guerrilla applications can be indirectly used for sale while guerrilla marketing tactics can be used for direct selling purposes.

It was found that most of the advertisements (50%) were not used in traditional marketing methods such as magazines, newspapers, direct mail, television, internet, radio, cinema advertisements in guerrilla marketing samples (Table 4). According to the data obtained from the financial aspect of the highly challenging guerrilla marketing; it is possible for businesses to make marketing in more open areas without the need to allocate a high budget. Bilbords, which require minimum budget, are the ideal marketing area for guerilla marketing in existing enterprises.

According to the results of the analysis, it was concluded that guerrilla marketing advertisements did not apply infectious advertisements, mouth-to-mouth advertising, reaching more masses, competitions / sweepstakes, niche positioning, and 24% of the diversion tactics used in the market. 28% of the creativity-imagination, 16% it was found that sample furnished equipment(Giveaway), 16% was funny and 20% was unusual. According to the percentage distributions and frequencies obtained from Table 4, it was concluded that most of the ads were based on creativity and imagination (28%). In this respect, it is possible to influence the unconscious of potential customers with unusual, creative, funny guerrilla marketing advertising strategies in which the number of advertisements and number of advertising is increasing rapidly. At the same time, it is possible to demand and attract the attention of the buyers with the imagination of the products and services offered.

According to Table 4, when the factors highlighted in guerrilla marketing advertisements are examined, the percentage of advertisements that emphasize the product is generally (36%), quality (4%), social responsibility (20%), durability (4%), attractiveness (16%), which emphasized comfort (8%) was found to be lower than the emphasis on products. Guerilla marketing in this respect; It is an ideal method for tourism enterprises which are intended to arouse interest in the product and service offered. Considering the 25 guerrilla marketing advertising samples examined, it is worth noting that there is a guerilla example emphasizing the logo, and it is possible to obtain an easy place in the customer's mind by using the logo in the enterprises operating in different sectors.

## **Conclusion**

Increasingly, the place of science and technology in our lives increases and many areas become more complex. Therefore, this is the same for marketing. As the only thing that does not change in the world is change, those who keep pace with this situation will survive (Sönmez and Karataş, 2010: 2). Guerilla marketing, which attracts attention in recent years due to the decrease in the credibility of advertisements, the importance of niche marketing and the increasing cost of taking

place in media, is made by taking a single product focus with non-traditional methods and it is a marketing type that does not require big marketing budget. When this marketing method, which requires a good understanding of human psychology, is generally evaluated, it has been determined that this competitive strategy which is made by using a single method is creative and wise.

Especially in recent years, this marketing strategy in Azerbaijan and in the world has increased its application area. In the companies which are in different sectors facing the world economic and social problems, it offers a chance to impress the customers deeply and introducing the services in an effective way. With guided, confident steps and a fast-moving marketing strategy, guerrilla marketing can be accomplished with different, original and amazing guerrilla strategies, and the message can be easily reached to the consumer. The use of guerilla marketing that requires imagination, using unusual methods, achieves few benefits to most businesses, providing businesses with an unforgettable experience.

It is important to take a place in the minds of customers and then create an idea in their minds, so that every invested money can be regained with maximum success. For this reason, the most appropriate guerilla marketing should be done at a time when a large share will be taken with a small amount of marketing investment. It is useful to conduct guerrilla marketing when competitors are most stagnant in marketing compared to the period in which they operate. Therefore, fast and attention should be taken. Price policies should be carefully determined in the enterprises to which guerilla marketing will be applied, and resources should be directed effectively by using remarkable and perception tools, and guerrilla messages should be provided to a sufficient number of people. In short, guerrilla marketing should be tried to reach customers by using unusual methods and right

strategies and to give them an experience that cannot be forgotten about the services of enterprises.

As a result, in a market environment where brands are aimed to be emphasized by rival companies in the same way, the advertising and marketing of the products and services offered to the group representing the target group in a different way can be realized much cheaper. Because if the guerrilla marketing advertising is successful, the first consumers will be excited to tell their friends about these experiences and thus the butterfly effect will be manifested (Heper, 2008: 18). It is no longer difficult to get out of the mundane with different slogans and to attract attention by people in a marketing environment where the competitiveness has to be reviewed in many enterprises and marketing strategies should be reviewed many times.

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## **TABLE OF APPENDIXES**

Appendix 1: Interview questions

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### **Appendix 1: Interview questions**

1. How do you apply Guerrilla marketing strategy?
2. What are your ads placed at low cost in public places (bus, metro, billboards)?
3. What kind of events have you sponsored?

4. Have you been involved in charity activities (for example, helping orphans, blood donation)
5. Have you used real-time marketing, sneaky marketing, and ambush marketing?

## **Appendix 2: Papa Johns interview**

**Kamran Aliyev - Marketing Director of PapaJohns**

**Ruslan Omarov - Marketing Manager of PapaJohns**

Papa Johns started his career in Azerbaijan in 2012. At that time, when Digital Marketing was not fully developed, we were able to place ads on public places (billboards, buses, subway ads). Since 2013, we have begun to place ads on videoboards. Then we sponsored many events. For example, we took part in the Polo championship with our brand and products. We could sell our products in places where the races were held. Later, we became the main sponsor of the MFL (National Football League). We also did not have access to a large audience because of the lack of media support, as well as the competition was among young people. As you know, Papa Johnson is an American company, and every year we are invited to participate in the event held in the US Embassy in connection with the US Independence Day. The promotion here is of a social nature. Many of our collaborations have been ongoing. For example, we have participated as part of the BCC Group's fairs. We continue our cooperation with Pepsi, Cinema Plus. We have been a part of the movie premiere at Cinema Plus. To attract consumers' attention, discount campaigns will be placed at nearly 500 elevators in Baku and promo codes will be used on the advertisement. This allows us to estimate how many potential consumers pay attention to ads and how much they use the discounts.

### **Appendix 3: Azersun interview**

#### **Marketing manager AZERSUN HOLDING: Sanar Mammadov**

Based on the brands of Azersun Holding, we tend to spend less on public places and place our ads on them. Depending on our target, strategy, we sometimes place ads on subways and billboards. This trend is gradually diminishing in buses. Since digital marketing, most people spend their time on social networks. For this reason, Azersun Holding has over the past three years preferred online advertising

and includes a large portion of its budget. In the future, we plan to reduce the costs of bus, subway and billboard advertisements. For example, recently Bazar store announced the 4 most spectacular cheapest prices. Bravo, one of our competitors, said that the cheapest prices are every day in ours. Bravo said that the price of the radish in stores would be 4-5 AZN. However, according to Bazar store, the price for the radish is 20 copeck. We've placed these ads in the subways. We did this without the name of the opponents, just to joke, without putting them in a bad situation. These are examples of real-time marketing. As the competitive environment is not fully formed in Azerbaijan, companies tend to prefer traditional marketing methods. In Azerbaijan, smaller companies use non-traditional marketing techniques for the first time. As Azersun Holding, our consumer, our target audience, where our segment is, we sponsor events organized there. For example, as a brand of the Azerçay, we participate in all the events promoting our national traditions and culture. When people travel to foreign countries, they take Azersun branded products and all this is an opportunity for our brand to become even more recognizable. Later, we are continuously engaged in charitable activities as a company. For example, we can illustrate the protection of the environment, the protection of greenery, the olive tree planting. Once a year all Azersun employees participate in the blood donation. Azersun Holding has its own fund, and with the support of this fund, we show our help to the homeless, the sick, the needy, and the foreign countries affected by the natural disaster.

#### **Appendix 4. KFC interview**

KFC fast food company has been operating in Azerbaijan for many years now. We use different marketing strategies to attract our customers to our products. Partizan marketing is a new strategy for the Azerbaijani market and we use it as much as we can. For example, we are focusing on ads on Formula One races

currently held in our country. Many tourists come to Azerbaijan for the Formula 1 races and we aim to be at KFC as their destination. We place our own ads on venues where the races will take place. We are racing racers in our own restaurants and thus try to make our advertising.

We then introduce our company to celebrations, special occasions (New Year's Eve, Novruz Holiday, etc.), and recall ourselves to our potential customers.

We mainly offer our products (chicken budu, chicken wing, etc.) in our various forms to our customers. For example, 2 chickens are in human clothing.

We are engaged in charity work and we sponsor many events. For example, Formula 1.

Later, with the support of KFC, the Volunteers organized a two-day charity event for Ganja residents. During these two days, children could watch cartoons with their parents and dine in the Ganja hinge center. As a result, we became even more recognizable and grew up in the minds of grown children.

## **Appendix 5: Mc Donalds Interview**

Mc Donalds has been operating in Azerbaijan since 1999. For 20 years, we have been a part of the fast food market of Azerbaijan. Our real clients, including our potential customers, are quite sufficient. We use more traditional marketing strategies. However, sometimes non-traditional marketing methods are also used. We take part in events in Azerbaijan and around the world, we sponsor and use non-

traditional marketing styles, such as charity work for orphaned children and the elderly.

One of our recently implemented and up-to-date marketing strategies was the delivery of coupons to BRAVO supermarkets. Free coupons are offered to customers at a price of 5 AZN and more. By means of these coupons, customers can take a meal and drink menu at \$ 1.50. This campaign is still in progress.

Then we sponsored the World Football Championship in Russia in 2018. By doing so, we have the chance to introduce our company.

Together with the World Charity Foundation for Children with Disabilities, we have organized our help. We received very good feedback. The children were delighted and it was more valuable to us.

Our campaign to extend the hand has also been successful. With the support of the Children's Fund of the Republic of Azerbaijan, we did it. And the kids had the chance to win various prizes in our restaurants.

## **Appendix 6:Nescafe interview**

As you know, Nescafe is part of Nestle and we are trying to keep our position on the Azerbaijani market as much as we can. We have plenty of space in the ready-made coffee market and we add new tastes to the real and potential customers, the coffee we have prepared according to the taste and aspirations of our target market. We have a wide range of products in the market and we try to keep our customers in

different ways. Traditional marketing methods we use too much. However, while using non-traditional marketing techniques, we tend to focus on more unusual, fun, and engaging ads. Because our target segment is more young and mature, we place ads on nearby universities and businesses. For example, at the stands of several universities operating in Azerbaijan (Azerbaijan State University of Architecture and Construction, Baku State University, etc.), students can take pictures and share gifts in a social network.

Our ads are mainly inspired by people and creating a smile on their faces. For example, a newly awakened and still sleepy person looks a big cup of coffee and opens a staircase in front of the coffee. Another ad, for example: By putting 2 Nescafe glasses behind the wheel of the bicycle, to encourage people to be more active, to drink coffee and to participate in sports.

## **Appendix 7:Coca-Cola interview**

As you know, as a Coca-Cola Company, we are an American company and operate in many countries around the world. We are known and loved by our own beverage products. We are competing with many other beverage companies and we are striving to strengthen our market strategy and advertising through the Azerbaijani market. We use traditional advertising and marketing techniques, like



many companies, and at the same time try to exploit unusual marketing tools as much as possible.

If we look at the recent past, we can say that we have been an official sponsor of the 2015 European Games in our country and have offered our products to customers during the competition. For winners at European Games, Coca-Cola Company has awarded Coca-Cola bottles in the shape of gold, silver and bronze.

At Coca-Cola Company's special events, we take our place and introduce our products. For example, New Year's Eve caravans belonging to our company have been sent to the regions of our country. Holiday mood Coca-Cola's slogan is a priority for us. Our Coca-Cola bottles are as famous as you know, and we have already prepared such a campaign on New Year's Eve. Get your Coca-Cola gift chance on the first day of 2019! By January 31, a one-liter Coca-Cola is waiting for you under the cover of two-liter Coca-Cola, Spirte and Fanta bottles!