

# COOPERATION

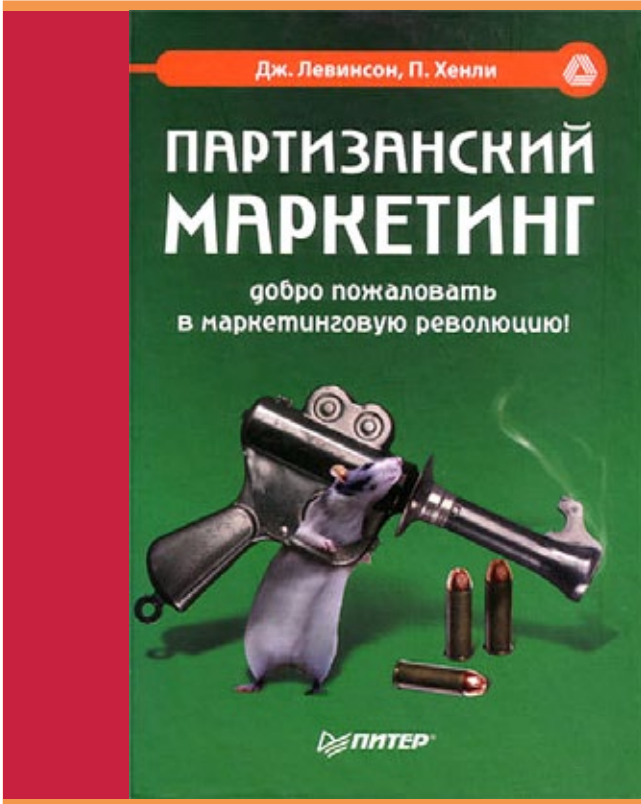


J  
First Floor

January '13

## Low-budget marketing or partisan battle for the client.

### How to make sales without investing a penny?



*You can increase the net profit of SUN Studio on tens percent, using simple in implementation and cheap (or even free) techniques of guerrilla marketing. These techniques are not a substitute for the rest of marketing, but it is also intensified by bringing extra money at no additional cost.*

American marketing expert Jay Levinson put into circulation the term «guerrilla marketing». This man invented «cowboy Marlboro» in 1951, one of the most successful brands in the world. Then Levinson generalized his marketing experience in the book «Ready, aim, fire!», where guerrilla marketing was mentioned first time. «Guerrilla» is «guerrilla war» in Spanish. This word came into use after the Pyrenees war 1808-1814's, when the army of General Wellington gained the victory over Napoleon. The great commander was catastrophically not

lucky in the partisans, in Russia, for example, he even complained to Kutuzov that they were fighting dishonest.

The highest class of guerrilla marketing is when an idea or product attracts consumers so strongly that they become channels of promotion it. Guerilla marketing offers you to spend a little money on advertising. Its main task is to be remembered by the potential buyer, encourage him to do an action, but it must be done with minimal monetary costs in an unusual and positive context. The main objects for investments are time and thinking.

### Principles of guerrilla marketing

The main principle of guerilla marketing is associated with the belief that it is impossible to make marketing based only on your own reality, because every person (consumer) has its own reality which is completely different from others. That's why GM tends to use psychology and laws of human behavior.

#### Other principles of GM can be formulated as follows:

- Focus on each customer individually and not to the group (for example, when sending address by name).
- The priority of personal relationship with the client (you know the company and the

people that working there).

- Thinking through every word in a conversation with a client (one London-based company, accepting orders by phone, managed to halve the number of customer complaints, asking managers to tell - «Today, we cannot help you» instead of «We can't help you».
- To provide more services for free, for example, information.
- Constant development of new technologies.
- Orientation to the dialogue with consumers.
- Use as many marketing tools as possible.

## How does guerrilla marketing work?



*We will describe some examples of GM. Needless to say, you have to understand that your business is unique, so copy these ideas will be difficult. However, we hope that many of them will help you to cheer up your imagination and generate your own ideas.*

### Example 1:

Increasing of turnover of pizzeria in Nefteyugansk. Tomato and soy sauces for pizza were included in assortment, but people didn't order them. Waiter was trained to say several magical words - «What's sauce do you prefer with pizza - soy or tomato?» Implementation time equals 5 minutes, costs are zero. As a result, in the first month after the introduction of the phrase average receipt in the pizzeria grew by 16.5%.

### Example 2:

Co-founder of Kitchens of Belarus changed the order of display cabinets in a trading hall. He decided to show first the most expensive kitchens, then the most expensive of the rest ones... and so on. Implementation time is 10-15 minutes, costs are zero. Average bill has increased by 17%.

### Example 3:

Andrey Pometun, a marketer, organized for Sberbank in Perm a promoting action. It was necessary to attract clients that take loans for small businesses. He used the technique which is called «Marketing just in time». The cost of the development, production and placement of advertisements was 30 thousand rubles, as a result Sberbank received applications for loans to 1.5 billion rubles. The plan for granting loans to small businesses was exceeded several times. How did he managed to achieve a such result?

As Andrey told in his own blog, 80% of potential lenders of Sberbank are trade companies. In order to attract them he asked himself the following questions and replied

to them: «Where do they make purchases? Wholesale depots. What do they get with the product? Overhead.»



It was decided to make a special paper for overhead (information about Sberbank credits on the reverse side) and to give it wholesale bases.

Thus, each potential client knew where to get money for another batch of goods. Compare the cost of printing leaflets on plain paper with the cost of advertising in traditional media. The difference will be very impressive. Such media got just in the hands of a potential customer just at the moment when he thought about money.

Another guerrilla move that was used by Andrey is cross-promotion with related business. One of the channel for him became digital printing houses. Small entrepreneurs order flyers, business cards and price there. Printing houses received special stickers with the information about credits and the stickers were placed on the packing of small products.

### Striking examples of GM in pictures

Agency EURO RSCG has committed direct hit the target audience placed the advertisement of mouthwash on the ceiling in dental clinics.



Inscriptions on the ceiling: «Want to be staring at this dull ceiling again?»; «Do you think much of your mouthwash now?»

Agency Arriba Media Group conducted an advertising campaign to promote penthouses of one of the developers of elite real estate. Penthouse is a specific product for a certain category of consumers, therefore it is difficult to advertise it with conventional methods. So the idea was to make mailing address. As a result the target audience (owners of large business) received the parcel with unusual content. Courier gave each of them a black box. It was difficult not to wonder when they opened it.



*Only by removing the fluff and feathers, a client discovers advertising booklet with the inscription - «You don't die. Simply the skies become closer».*

Advertising Agency Rethink from Canada launched a guerrilla campaign to promote vandal film for glass Scotchshield. Three «safety deposit box» with vandal film were installed on the streets. There was \$ 1 million in each box. The inscription said - «Advertising of heavy-duty glass! Money is true! Who broke the one can take it.»



Many advertisers were impressed by a such non-standard approach. Ordinary people also discussed how to get that much money from under the glass. They can beat the box

by hands and legs. Using of special equipment was banned. Guards watch people who approached the box. Many of them tried to get the money, but the glass remains intact.

In the end, the ad cost only 6 thousand USD and was found to be very successful. It was broadly covered by media; pictures of the ad were placed on many Internet resources devoted to marketing and advertising.

## Techniques of guerrilla marketing

At the end of this article we offer you several inexpensive or even free ways of guerrilla marketing, which your SUN Studio can to attract new customers.

1. **Printing on money.** Take a simple set of stamps, dial phrase on it and the address of the site or other coordinates - something like «How to print a photo on the ceiling».

2. **Leaflets for notes.** It does not matter what would you write on them people will read your information. Inscriptions on the door. Hang new plates on all doors with your business information and website address.

3. **Catch attention.** Arrange a picket in front of the door of your SUN Studio. Let picketers held posters with words «This business is too good» or «This company is too professional».

4. **Comments.** Comment all that you find on your topic in the Internet, it may be better than your own blog.

5. **Business cards.** You can use them in an unusual way. Go to the library, find the section of books on the topic of your business, and put the cards between the books.

6. **Stickers.** The main thing is a creative approach for the content, design and placement: bumper cars, lamp posts... Sticker should attract attention, but at first sight not to be perceived as a PR.

7. **10 reasons to choose you.** Instead of distributing of promotional leaflets hand out people «10 reasons to choose your company». The reason must be completely truthful, formulated with humor and easy to remember.

8. **Demonstrations.** Show your service on a free demonstration. If the event was thought over, you don't have to spend money on media coverage. Journalists like unusual information occasions.

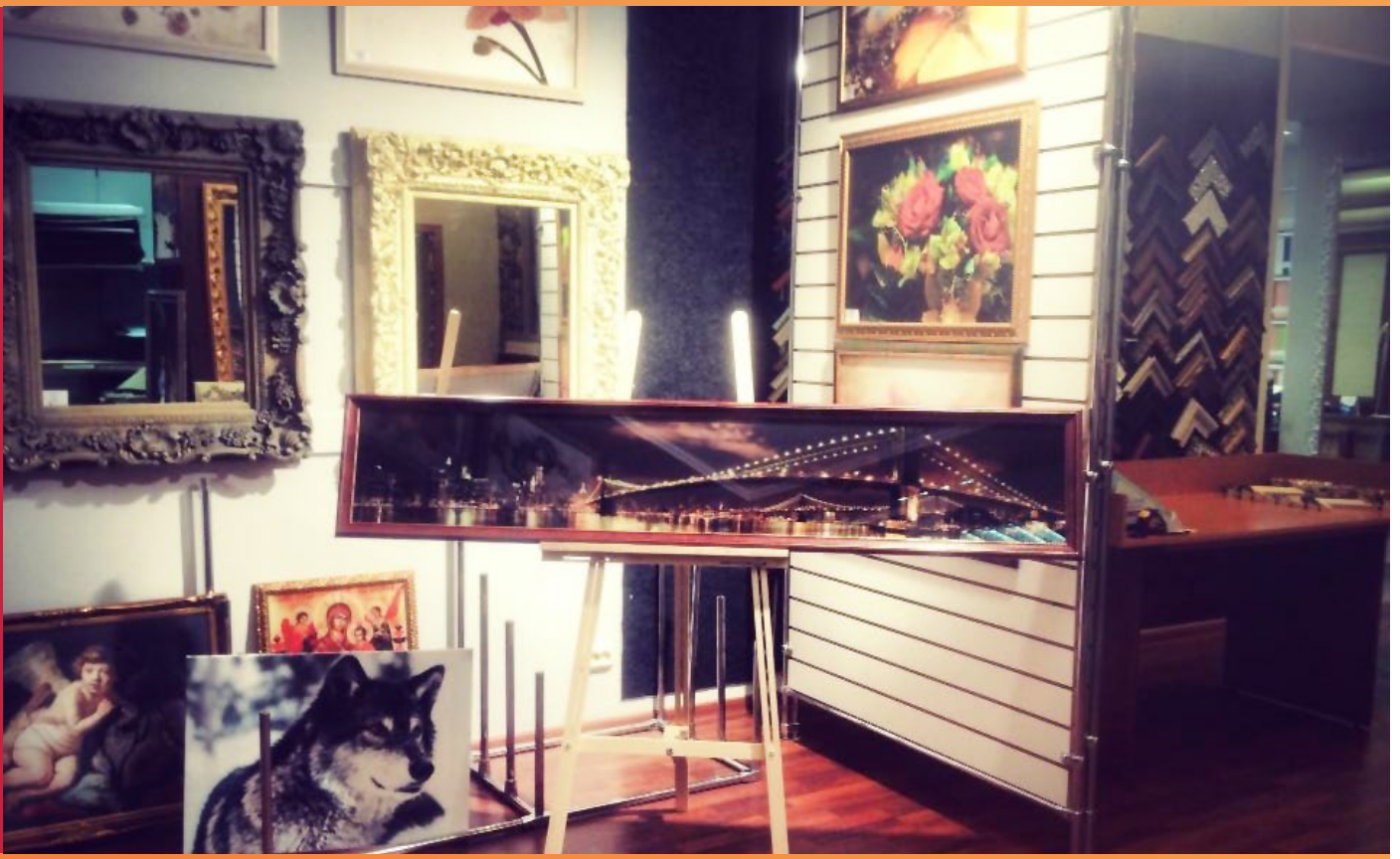
9. **Calendars.** This is a very useful thing. If somebody hung your calendar in the office it means that you have got a new PR agent.

We do not say that all results that accomplished by successful companies are connected to methods of guerrilla marketing. We are sure in one thing - combining the traditional and non-standard ways of promotion can significantly reduce your advertising budget and achieve impressive results.

*Preparing this article we used information from  
[www.avora.ru](http://www.avora.ru); [www.snob.ru](http://www.snob.ru); [www.obiznese.com](http://www.obiznese.com).*



## Printing on glass



**Stylish interior.**

Picture that is printed on the glass becomes a highlight of any interior. Work by SUN Studio Abakan.



## Printing on glass



### Splashes.

The design of the elite store of sanitary engineering. The image was applied on the glass with a white body. The order of SUN Studio Orel.



### Shades of autumn.

Glass vase was decorated by SUN Studio Kamensk-Uralsky (Scarab).

## Printing on glass



### Floral mood.

Prints on the kitchen splash back and furniture facades were made by SUN Studio Komsomolsk-on-Amur.



## Printing on glass



**Color depth.**  
Stained-glass window. Work by SUN Studio Krasnodar.



**The original gift.**  
Printed by SUN Studio Samara.

## Printing on glass



**Home decoration.**  
Glass inserts for decoration of interior elements. Printed by SUN Studio Stavropol.

## Printing on glass



**The fruits of summer.**  
Bright prints on kitchen splash backs. Printed by SUN Studio Obninsk.



## Printing on glass



**City motives.**  
Work by SUN Studio Sochi.



**Taste of the tropics.**  
Juicy coconuts on the splash back. Printed by SUN Studio Krasnoyarsk

## Printing on glass



### Floors.

Printing on glass for the project Boutique hotel. Work by SUN Studio Hong Kong.



## Printing on glass

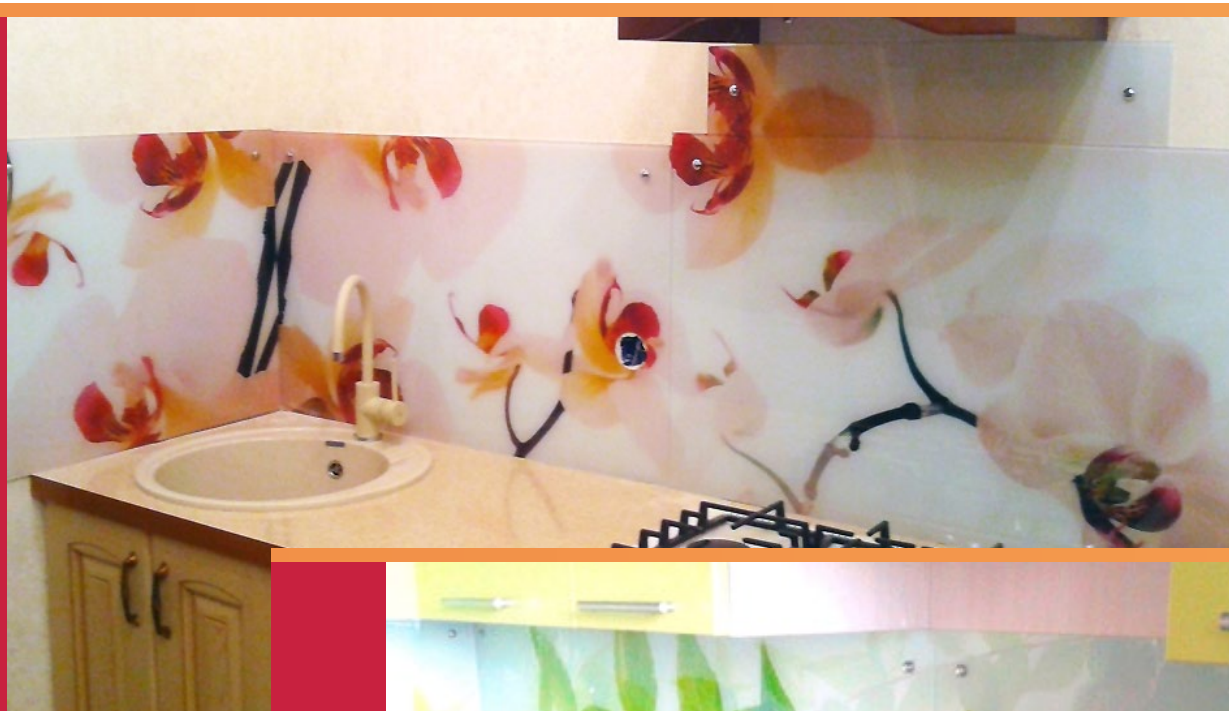


**Fiery sunset.**  
Sunbeams on the sand.  
Printed by SUN Studio Rostov-on-Don.



**Sunny mood.**  
The order of SUN Studio Rostov-on-Don.

## Printing on glass



**Branches.**  
Collection of splash  
backs made by SUN  
Studio Yaroslavl.



## Printing on glass



**Women.**  
Pictures of beautiful girls on glass. Work by SUN Studio Yaroslavl.



**How to start a vacation.**  
Fragment of the Altai mountains on the glass map. Printed by SUN Studio Novosibirsk (Alexander Shostak).

## Printing on mirror



With easy steam.  
Printing on the mirror for a bath.  
Work by SUN Studio Stavropol.

## Printing on MDF, chipboard, wood



Attributes of the company.  
Printing on wooden plates. The order of SUN Studio Mongolia (Suncore).

## Printing on plastic



**With a smile.**  
Work by SUN Studio Abakan.



**Superheroes.**  
Imitation of wood and images of the heroes of the famous comic covers for mobile phones. Work by SUN Studio Obninsk.



**Rose and pearl.**  
The order of SUN Studio Novosibirsk (Alexander Shostak).

## Printing on acrylic and plexiglas



### Floral contrasts.

Floral ornament can be soft gentle, and toxic bright. Printed by SUN Studio Novosibirsk (Alexander Shostak).



### Working days.

Printing on the sign is made by SUN Studio Kamensk-Uralsky.

## Printing on acrylic and plexiglas



**Accents.**  
Work by SUN Studio Krasnodar.



## Printing on metal



**Figure.**  
Prints on the radiator is made by SUN Studio Obninsk.



**Sandy track.**  
Printing on metal for the store of special equipment.  
The order of SUN Studio Yaroslavl.



## Printing on blinds and roll-ups



**Big city.**  
Beautiful skyline on blinds.  
Work by SUN Studio Obninsk.

## Printing on PVC



**Who is who.**  
Printing on tablets by SUN Studio Kirov.

## Printing on ceramic tile



### **Tenderness.**

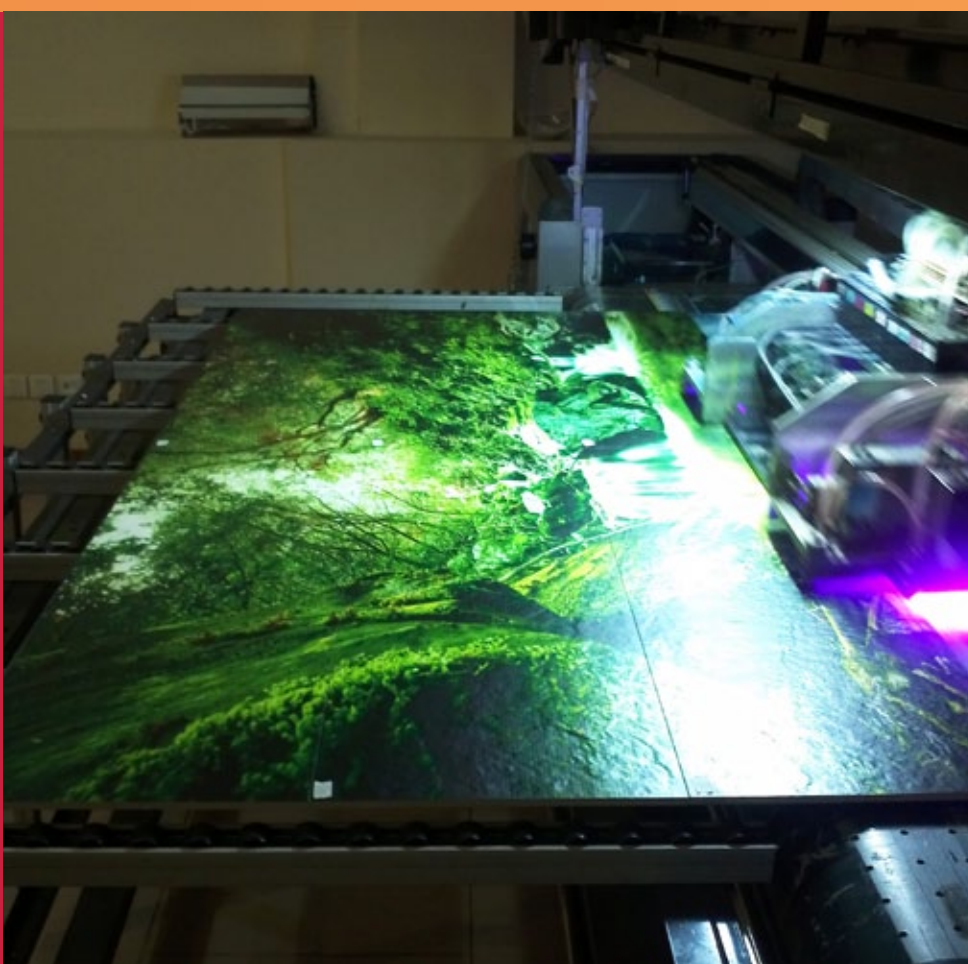
The design of the bathroom for a young family. The order of SUN Studio Kirov.



### **Water magic.**

The order of SUN Studio Obninsk.

## Printing on ceramic tile



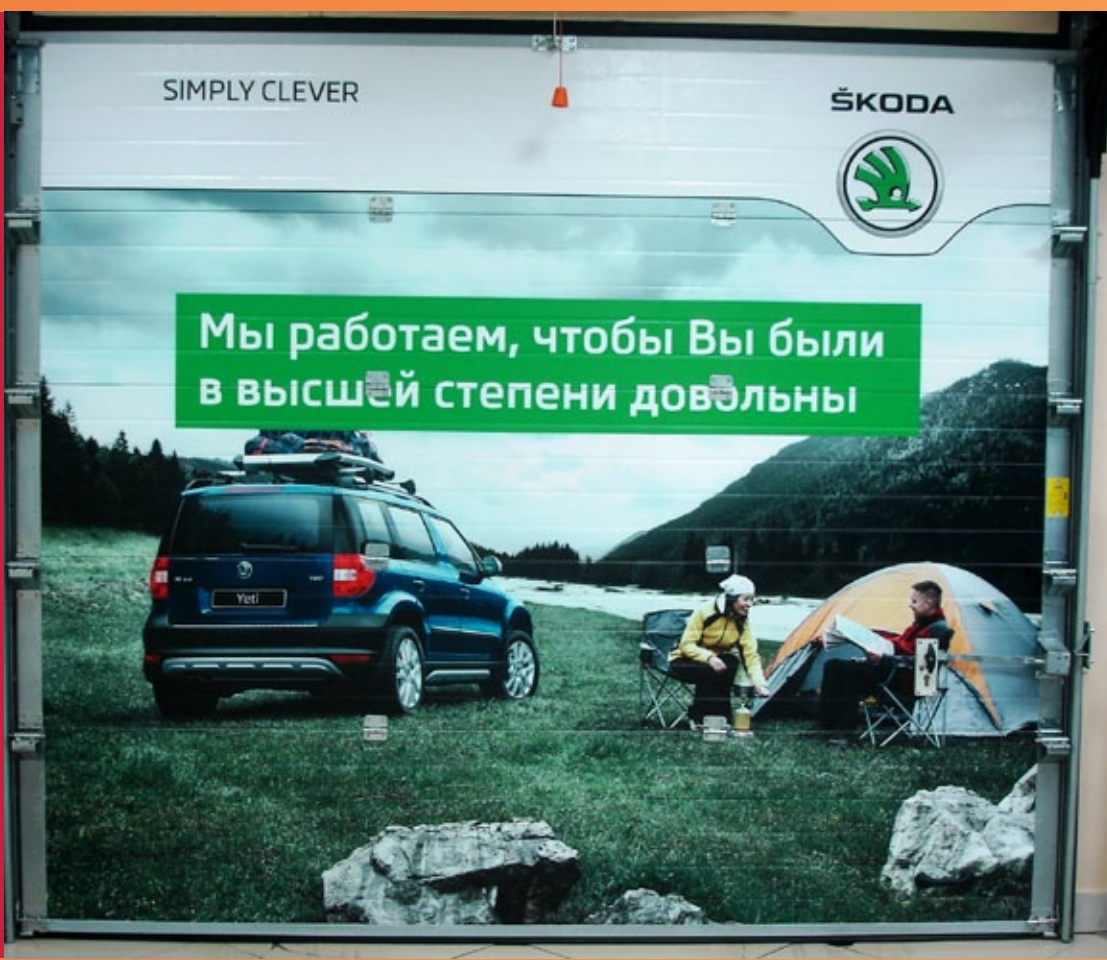
### **Magic element.**

Magnificent landscapes of water in the ceramic tiles are made by SUN Studio Kamensk-Uralsky (photo from the top) and SUN Studio Mongolia (Suncore) (photo from the bottom).

## Printing on film



**Angels.**  
Work by SUN Studio Obninsk.



**Unforgettable vacation.**  
Printed by SUN Studio Kamensk-Uralsky.

## Printing on canvas



### Anatomy of a flower.

Modular painting on canvas. Work by SUN Studio Abakan.



### Snow-covered town.

Printing on canvas with 3D effect is made by SUN Studio Abakan.



### Map.

The image of map of Khakassia with 3D effect. The order of SUN Studio Abakan.

## Printing on personnel items and souvenirs



**Mysteries of the East.**  
Lamps printed  
by SUN Studio  
Astrahan. Stretched  
ceiling was used  
as a material.

## Печать на готовых вещах и сувенирах



**For lovers.**

Printing on wedding candles. The order of SUN Studio Kamensk-Uralsky.

## Dear colleagues!

IQDEMY company sincerely hopes that this number was pleasant and useful for you. We invite you to a professional conversation to a productive exchange of ideas and experiences in the pages of Commonwealth. We'd love to hear your suggestions for topics magazine or questions you would like to discuss!



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