



14 - WORKSHEET - Guerilla Marketing Exercises

from page 230

Communipulation

Sell your brand in two sentences utilizing fear.

Sell your brand in two sentences utilizing guilt.

Sell your brand in two sentences utilizing shame.

Sell your brand in two sentences reassuring hope.

from page 232

Study these examples of the Reverse Graffiti Technique.





Choose a few or all of these examples. Analyze the creativity and effectiveness of each intended message. Is it appealing and why?

Is there anything you might change to enhance any of these messages? If so, what would it be?

How would you adapt this Reverse Graffiti Technique to your brand and what designated areas might you situate it in? Sketch your graffiti marketing idea in the box below.

Consider the following examples of the Covert Art Technique.



Choose a few examples of this interactive technique pictured above or below.

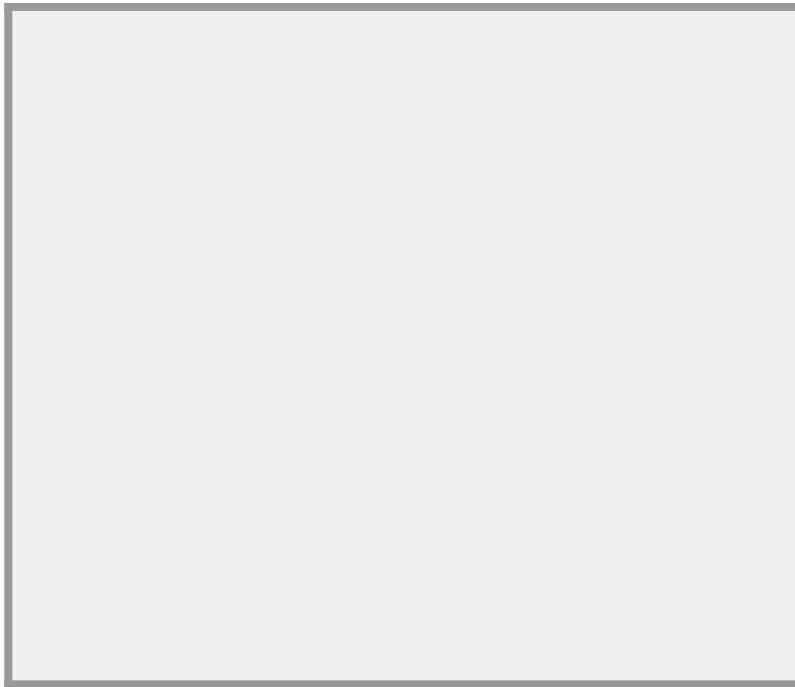


Study these images closely then critique the creativity and effectiveness of the intended message:

How might you adapt these or any other concepts to your brand? Insert your brand name or product:

What objects and surrounding areas might you apply your brand to? _____

Sketch out your Covert Art Design marketing idea. It could be as simple as a poster or as complex and interactive with passersby.



Many people say they're not creative and will never be, which is a complete fallacy. That's like saying you will never get into better physical shape. You just have to practice becoming creative.

Creative people are curious beings with an eye for detail and a desire to enhance that curiosity. They research their subject with the potential to show different points of view. If the subject is your business, half the battle is already won. You now have to visualize it through different perspectives, mainly through your customers' and employees' eyes and ears. This stems from becoming a good listener.

Aside from having good language skills and the ability to spot errors in their work, a copywriter begins at the beginning.

What is the overall topic you're trying to state? _____

What can you do to help your potential customers? _____

How can you apply your brand image to their everyday surroundings? _____



Analogies in Public Service Announcements



Create two different public service messages using this egg-shaped earth. It can be one or two words or a complete paragraph. You must involve human emotion, intriguing enough to make viewers want to act on its symbolic meaning.



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Vol. 14 - Guerilla Marketing Exercises

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