



Means and Techniques of Innovative Marketing for Public Relations

Guerilla Marketing Model

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Abstract ;

The current environment of enterprises is characterized by constant and continuous change, which makes them realize the value of excellence in a marketing environment characterized by conflict for survival. This function is entrusted to public relations with economic enterprises because its role is to innovate and design strategies that make it easier for the enterprise to market its products at the lowest cost, creative ways and innovative means, through the guerilla Marketing tool to stand out in the market with the lowest costs and more creative ideas.

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1. Introduction

The term public relations has always been associated with managing information and communications, while creativity has been associated with marketing and design. When we combine the terms creativity and public relations, we find that it is an informational component associated with persuasion. Public relations and creativity have been linked since the beginning of the profession, as evidenced by the creative campaigns of "Edward Bernays", one of the pioneers of public relations.

In the current era, we are exposed to thousands of messages, stories, and events, as it becomes difficult to attract the target audience in the way that the communicator plans in public relations. TV channels, billboards and radio channels are filled with advertisements of marketing products, which leads to chaos in the marketing environment.

And due to the great demand for advertising spaces that allow companies to benefit from and promote themselves in several ways, the level of advertisements in them went beyond the limits, which confused and disturbed customers, as it turned into randomness in promotion and publication and proved the futility and effectiveness of traditional means of communication, which made the urgent need for some organizations to resort to adopt the use of non-traditional methods,

such as guerrilla marketing to attract public attention and impose an element of creativity in public relations programs by working on developing technological programs and changing the method of marketing and attracting the attention of the public as well as the media because it is the cornerstone of the emergence and composition of public relations and it obliges the organization to Be creative in the way of communication and communicating with the public, presenting the basic message of its product, and achieving the objectives of the communicator (the public relations body). For this reason, creativity has become an essential strategic and tactical tool for public relations professionals to move the profession to a higher level.

- This scientific paper comes to address the problems related to creativity and innovation in economic organizations and their use within the Internet spaces as a means to promote these ideas and implement their marketing strategies. and To address the problem posed by this scientific paper, we call for a set of the following research questions:

- 1-What is meant by innovative marketing in public relations?
- 2-What is the role of innovative marketing in achieving the enterprise's economic strategies?

3-What is the new idea that gorilla marketing came up with compared to classic marketing?

4-What is the importance of guerrilla marketing in the marketing campaign of economic organizations?

1-1-Study Objective :

This study aims to shed light on :

- Providing a theoretical description of innovation in public relations programs through innovative marketing and its conceptual and theoretical limits through the various pillars that promote the marketing idea in its simplified and purposeful form.
- Determining the importance of the guerrilla marketing tool in marketing and models for pioneering organizations to implement this idea in their administrations is essential to encourage start-up organizations in this field that do not have large and sufficient financing.

1-2-Study approach:

In order to understand the subject of the study and due to the nature of the subject, we decided to rely on the analytical descriptive approach due to what this interlocking approach provides, which is based on sufficient information for a specific period of time, and in order to obtain scientific results that are interpreted objectively consistent with the actual data of the phenomenon under study, as well as through Studying and analyzing how innovative marketing is used in public relations programs to introduce its

promotional ideas and how the latter contributed to creating competition between organizations in the market. For this purpose, we divided the study into two parts. We devoted the first part of it to the theoretical description of creativity and innovation in public relations and why creativity is important today for organizations. The second part was devoted to guerrilla warfare as a modern marketing tool on which public relations depend in the marketing strategy.

2-Conceptual introduction :

2-1-Definition of innovation :

The term includes everything that is new and different that distinguishes the organization from others and gives it support, a competitive position, and improved performance, whether it is innovation in administrative, financial, marketing, or even production performance. Therefore, the term innovation is related to everything new by the organization.

- It is a mental ability in which a person tries to produce an idea, a means, a tool, a new way of working, that did not exist before or a major development of it without imitation in a way that achieves a benefit for the organization (Nourieh and Karbali, 2016, p. 105).

- The term innovation is “a mental process by which a person creates new ideas or a new non-traditional product aimed at improving the efficiency of his organization and enhancing its competitive presence in the market, which adds value and gain to the organization (Muller, 2005, p. 59).

2-2-Definition of Creativity and Innovation:

Innovation is the presentation of new goods and services in the market, or new means of production that did not exist previously, and creativity is one of the inputs to innovation, so that creativity is a mental process that leads to the production of new ideas, while innovation is the process of positive application of those creative ideas, and creativity has several characteristics that we summarize are: seriousness and novelty, usefulness or value, acceptability, reference, temporal relevance (Asia, 2008, p.1)

2-3-Definition of creativity and innovation in public relations:

“Grin” offers his own definition for public relations practitioners, which is as follows: Creativity is the ability of each of us to create something new by combining two or more different elements in a new context, in order to provide added value to the required task, and creative work is not limited to creation only, but includes Also presenting the added value that it contributes. It is not novelty in itself, but must produce a form of value that a third part can recognize. In order to successfully apply creativity in PR activities, it is necessary to know the context in which it develops.

In addition, something that is creative and interesting to one target audience does not mean that it will be creative to another audience. Therefore, creativity in public relations requires revision every time. (Skoko & Gluvacec, 2020)

* We conclude: The definition of creativity in public relations: is the use of imagination or original ideas to create something, and

we often search in public relations for creative ideas to publish content through social media and the media. The creative topic in public relations is: a "big concept" that attracts Attentive and conveys a message in an original way, it is a unifying theme that can be used across all presentations, campaign platforms, marketing systems and a variety of audiences.

2-4-Why is creativity useful in public relations?

Creativity is a tool for solving problems and helping PR professionals achieve their communication goals, and it is often the idea that marketers are trying to achieve, "sell more products" or "attract more audience". This message must be communicated in authentic and new ways related to the values and goals of these organizations and their target audience, and the challenge is how to do this creatively and strategically as creativity in public relations allows brands and companies to interact with their audience in new ways that no one thought possible, and in particular, creativity is Useful in public relations for the following reasons: Creativity is profitable for the market, Creativity gives us the ability to outperform competitors who have bigger budgets, Emotional target audience well as emotional connection will affect audiences in ways we never thought of before. (Crawford, 2020).

2-5-The difference between creativity and innovation:

-According to the specialized economic dictionary, innovation is the presentation of new goods and services in the market, or new means of production that did not exist

previously, which means that innovation also includes scientific, technical, commercial and financial steps that are necessary for the success of the process of developing new industrial products, or improving a commercial act or Even improving and developing new production methods and processes.

- We conclude from here that innovation has a more practical rather than theoretical nature, and in this sense it denotes the concept of creativity and is synonymous with it, and it is the dominant view in almost all published scientific research. The term that indicates the two concerned (creativity and innovation) is Innovation (Al-Sheikh, 2008, p. 16).

2-6-Factors helping to create innovative marketing for PR practitioners:

There are several factors related to the public relations function that may be a motive for public relations practitioners in order to achieve creativity and innovation, new marketing methods, means of communication with the public, and maintaining the existing bridge of relations between the organization and its audience, including:

2-6-1-Qualifications related to public relations practitioners:

The availability of the ability to innovate in the field of marketing is not enough for a person to be innovative, it must be accompanied by a desire in this field, so many organizations are keen to measure the creative and innovative capabilities of applicants for jobs in general, and in marketing management in particular, and that In an attempt to appoint individuals who can benefit it in this field, among them we mention:

2-6-2-Personal qualifications:

It includes attractiveness, general feeling, curiosity, tact, objectivity, and fertile imagination.

2-6-3-Communication Qualifications:

Ability to listen, write, communicate, artistic sense (Badarani, 2019, p. 296).

2-7-The impact of innovation on enterprise performance:

On the positive side, we find that the impact of innovation on economic organizations includes the following points:

- The impact of innovative marketing on profitability:

There is a correlation between innovation and profit, as innovation is one of the factors that lead to profit, either by increase or decrease, including what is known as innovative profit, that is, the profit resulting from innovation affects the profitability of the enterprise and the desires of consumers, achieving the advantage of the highest price and the lowest cost.

-The impact of innovative marketing on reducing costs and increasing sales of the organization:

Reducing the cost is one of the most important goals pursued by any organization, which is reflected in its performance, as the low cost compared to competitors means a lower price than the competitors' price, which leads to an increase in its sales and gives it a competitive advantage that gives it continuity in the face of the competitor.

-The impact of innovative marketing on market share and growth:

Innovative marketing affects the market share of the establishment as it contributes

to increasing the number of clients or market segments that the establishment may target through new products that meet the desires of a particular market segment.

-The impact of innovation on the product life cycle:

The lengthening of the time period of the product life cycle, especially the growth and maturity phases, is reflected in the sales flow and the profits were achieved for a longer period. Innovation is one of the most important strategies that the organization can follow to prolong the product life (Noria and Karbali, 2016, p. 107).

2-8-The importance of innovative marketing for economic organizations:

In the digital age, the average human will use an electronic device, usually a smartphone, laptop or smart TV, and this heavy use of digital devices brings exposure to hundreds, if not thousands, of ads and other media, so creativity in marketing can be crucial.

Creative marketing can overcome this indiscriminate use, and this technique is especially wise to use for a small business or for a brand that simply doesn't have the budget to increase spend. Effectively executing creativity and increasing marketing efforts and campaigns means that messages we consider important will be remembered, through Right action to implement creative campaigns, these important messages will tell a story and will be remembered by the right audience. This is the same whether your creative marketing focuses on written content or banner ads. by This way data can be turned into written narrative stories and turned into a visible visual concept, when it comes

to The matter of ad space, for example, creative marketing can be crucial to making digital props stand out from the competitor, creativity equals authenticity without authenticity, you can't shine, evoke emotions and really establish your brand identity, creative marketing can't only help a brand stand out ,but it can also be extremely cost-effective, in addition to that, building an environment where your team feels empowered to compete Thinking big can generate more creativity, and that means better ideas and exciting future campaigns. (banner flow, 2022).

3-Guerilla Marketing as a Marketing Tool in Economic organizations:

Guerrilla Marketing defines (guerrilla): or the term “guerrilla warfare” originates from the military, “guerrilla warfare” is a diminutive of the Spanish word for war, “guerra” and thus, “guerrilla warfare” is equivalent to “little war” or “partisan warfare” aimed at In order to weaken the opponent in certain areas, the transfer of the concept of guerrilla warfare to the science of marketing results in various interpretations and opinions regarding the implementation and functions of guerrilla marketing, where the primary determinant in describing guerrilla marketing is its unconventional nature, guerrilla marketing is considered as an alternative and comprehensive marketing approach The concept defines the selection of non-stereotypical and unconventional marketing activities aimed at achieving the greatest possible impact with the least amount of investment. Guerrilla marketing has evolved into a basic strategy that includes the marketing mix. We can identify the various advantages of applying

guerrilla marketing, which are: Unconventional, Surprising, original, creative, cost-effective, flexible, intelligent, in short, the guerrilla marketing philosophy consists of achieving traditional marketing goals with unconventional methods.

Thus, surprisingly content marketed can transform a classic advertising medium or medium into a guerrilla marketing activity, in this way, guerrilla marketing does not make marketing traditional and outdated, where in essence guerrilla marketing aims to differ and attract attention, as a primary goal, and a smaller investment relative to organizations. (Nufer, 2013, pp. 2-3).

The term was used for the first time by "Canrod Levinson" who was known as the father of guerrilla marketing in 1984 through his book Guerrilla marketing. It is closely related to the beginning of the independent revolution. It was not until 1984 that Levinson found this new word and began to be associated with his writing career. After contacting various institutions, he discovered that small institutions "do not have a bank account but have big and creative ideas." He stated that marketing war Guerrilla is a new way for a low-cost organization to attract consumers in a unique and surprising way towards its products and services. The book has explained guerrilla marketing as similar to warfare marketing. The main goal of using guerrilla marketing is to increase engagement through hyperlinks, experiential, subterfuge, graffiti, and marketing environment, resulting in positive feelings among consumers that will be reflected in the organization's sales (Nguyen, 2020, pp. 25-26).

3-1-Innovative Marketing Strategies:

A- A strategy that serves small and medium-sized businesses.

B- The strategy depends more on psychology than on experience and opinion.

C- Working on marketing with businesses instead of competing with them to no avail.

D- Focus on the number of new relationships that the marketer acquires each month.

E- Focusing attention on existing customers, and working to increase dealings with them more than interest in gaining new customers.

F- It works to gain the reader's trust to build a good mental image of the organization, rather than focusing only on the sales process.

J- Setting a standard for quality and focusing on one product only, instead of dispersing efforts on more than one product. (Metwally, 2016, p 200).

3-2-Types of Guerilla Marketing:

To build guerrilla marketing, there are two criteria which are market demands and brand characteristics, so the marketer needs to determine the primary method of communicating and conveying the brand message to the customers. Otherwise, Levinson used a metaphor to emphasize the importance of choosing the right guerrilla marketing tactics for branded weapons: "Strategy of Guerrilla is the brain of the marketing program, and the weapons are the muscles." There are types of guerrilla marketing to consider before executing:

3-2-1-Guerrilla Marketing Abroad:

The campaign in this type of gun is always attractive and can be easily saved in public places, attracting passers-by and becoming

a topic of discussion, in addition, it is a strategic and effective way to expand brand awareness, this type of marketing is outdoors by adding something As removable as stickers on a statue, it can also be a temporary work of art on sidewalks, streets, and buildings.

3-2-2-Guerrilla Marketing Inside:

Unlike the previous type, this type occurs in closed places such as train stations and shops.

3-2-3-Ambush in events:

The ambush type of marketing goes in part different ways to the principles of guerrilla marketing if used in the wrong way, mostly, which is the method of guerrilla marketing taking advantage of the audience at a particular event such as a concert or sports game to promote a product or even a service in a noticeable way and usually without the permission of sponsors of the event.

3-2-4-Experimental guerrilla marketing:

This type is all of the above but not done in a way that requires the audience to interact with and experience the brand. (Nguyen, 2020, p. 25)

3-2-5-Viral Marketing:

Viral marketing is a strategy used to generate discussion about a particular brand or product by making use of word-of-mouth marketing. Word-of-mouth communication (WOM) is widely considered as a crucial factor in building marketing and communication strategies. The invention of the Internet and the spread of social media has added a new electronic dimension to traditional WOM, and thus converting it into an electronic WOM Hence, some changes have been made to the traditional methods of marketing and

brand endorsement, where influencers choose an electronic means of communication, EWOM can be expressed in various forms such as opinions, ratings, comments, sharing experiences, and it uses online communication channels For example, blogs, review sites, discussion forums, online e-retailers, company brand and product sites, and social networking sites. (Soomro, Baeshen, Alfarshouty, Kaimkhani, & Bhutoo, 2021, p. 920).

3-3-The role of guerilla marketing in creating brand excellence for economic organizations:

The creative power of a team of public relations specialists is reflected in the level of satisfaction of clients, co-workers, employers, or the number of clients. Unfortunately, the quality of work is not the only criterion that motivates or discourages people from resorting to the services provided by specialists. Many companies find The PR price lists are somewhat restrictive and find themselves forced to give up this type of service, but the imagination of PR specialists has succeeded in overcoming even this obstacle. This is how the guerrilla PR branch, increasingly respected abroad, appeared recently in Romania also Guerrilla PR is an unconventional system of promotions that can vary from internet campaigns to graffiti.

4-View some examples of this type of marketing and its applications in organizations:

Using amazing techniques with maximum impact and minimal cost means conveying messages in a subtler, more personal and creative way than classical practices. (PALEA, Adina, 2010, pp. 1-2):

4-1-A campaign for an international film company to market the movie (King Kong) in Los Angeles, where the marketers in the promo decided to exploit King Kong Island and bring it back to life again, and through the use of gorilla marketing, they created dubbed scenes represented in the giant monkey footprints in 5 locations within the city where it was Huge footprints left in the sand accompanied by a lifeguard car smashed to make it look as if it had been trampled by a beast (Dahman, 2017).

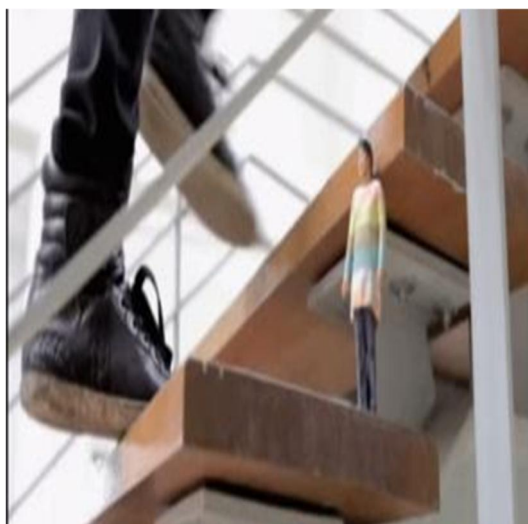
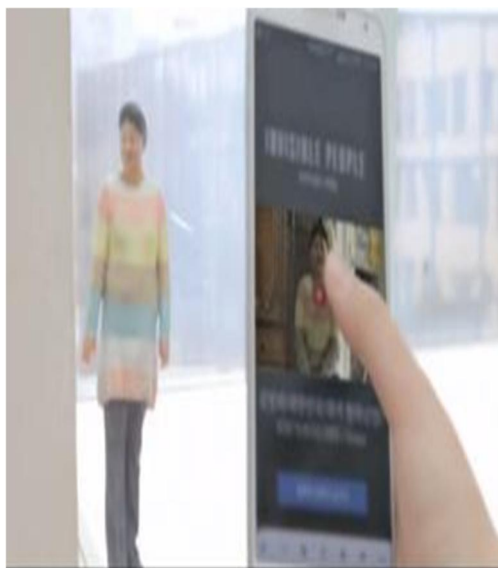


4-2-A campaign for the Coca-Cola Foundation, where it converted the bus station into a refrigerator to display its products while people are waiting for the bus, and it is a good idea to connect them to the product when they need to drink

something cold, and also make it the best friend at the time of waiting. (Blogs, 2020).



4-3-Campaign to Raise Awareness of Refugee Situation in Seoul: Exact 3D miniature models of 30 Shinari Korean refugees were placed in undisclosed locations at the Seoul Museum of Art and museum visitors were informed via printed material of this unusual exhibition, and given maps of the location of the unseen persons when they were found. The model enables visitors to use their mobile phones to examine the statue representing a refugee, so that they can directly watch a video of a refugee telling his refugee story (Sumaya, 2018, p. 443).



5-Results and general analysis:

- In our study, we have dealt with the issue of innovative marketing and the extent to which it can be embodied in the marketing campaigns of organizations. Among the most important results reached and as an answer to the questions raised at the beginning of the study are as follows:

-Innovative Marketing in public relations, which relies on the guerrilla warfare method, is considered an innovative tool of the organization's public relations because it follows a simple principle, which is to think outside the box in a creative and low-cost way.

-Guerrilla marketing depends on the exploitation of all the spaces that the human eye falls on and his presence therein (taking advantage of everything that the customer sees) during his daily activity to promote products, which is what many economic institutions that promote their products have noticed and exploited to achieve an increase in the market share on the one hand and on the other hand, gaining new customers, steadfastness in front of competitors, and relying on the strategy of intelligence and creativity with simple and purposeful ideas, because the most important principle in this type of marketing is the element of surprise and strange ideas, and making the idea imprinted in memory and unforgettable.

-The new idea that gorilla marketing came up with compared to classic marketing is to get rid of the dynamic of repetition that was followed in the traditional marketing models and tries to confront the previous marketing elements and win new consumers in the space that classic marketing abandons them and has become seen as the new opportunity for the marketing mix between What is new from innovative creative ideas and what is old.

-The guerrilla marketing strategy is cost-effective compared to the communication and advertising methods prevailing today in institutions and has a significant impact on the purchasing behavior of consumers. Thus, it does not aim to replace or displace the classic marketing mix as much as it aims to clarify new directions in it as a new innovative concept and as a proven marketing tool. In the first institutions to experiment with this type of advertising

campaign ,which we presented some of its models in our study.

6- CONCLUSION:

In conclusion, we say that the new environment created by globalization with its modern means and technologies allowed the organization to keep abreast of all the developments of the market and face the risks and crises that it encounters, which is what is necessary for it to activate the advantage of creativity and innovation that leads it to raise its chances in competition and to provide new products in a way that is more present in the market, which makes it Distinguished in its presentation of ideas and the method of correction, which is the idea that came with guerrilla marketing aimed at reaching the largest possible number of audiences, and as a result it can help increase profits, as it is considered a variety of low-cost and high-impact marketing techniques that are granted to small and large enterprises, On the other hand, guerrilla marketing cannot seek to replace the classic marketing mix, or even to displace it. Rather, it only works to clarify and develop new directions and concepts in order to bring them out in an innovative creative template that enhances the competitiveness of enterprises.

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