

Utilization of Guerilla Advertising Strategies in Health Awareness Campaigns in Egypt

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Abstract:

With the successive developments in the world of communication and marketing, multiplicity of brands and companies, and openness of global trade, it became necessary to change traditional advertising strategies to new creative ones that fit the development of communication methods, audience behavior, and methods of persuasion and influencing the recipient, where consumers have become saturated with many types of local and international brands and advertisements, and they are exposed to a huge daily amount of advertisements in various means of communication and other printed materials, advertisements outside home and so on. In addition, the possibility of similarity among the ads reduces the possibility of an advertisement affecting the audience, especially in social marketing campaigns and other campaigns concerned with modifying or changing societal behavior, which are adopted by government or voluntary agencies, whose main objective is raising awareness or correcting the behavior of individuals, and an innovative trend has emerged in advertising based on "attention marketing", which tries to surprise the audience in order to attract their attention towards the advertisement, these creative advertising strategies are called the Guerilla strategy. It is a new, economical, low-cost advertising strategy invented by small and medium-sized companies under the slogan ("small budget, big results") that moves away from the traditional and costly ways of advertising and is more related to the mind of the recipient. Since societal problems and issues of behavior change, especially those related to health aspects, are among the important problems facing the institutions concerned with this, they require time, great effort, and multiple advertising messages over a long time. They need renewable, inexpensive, and more influential and widespread innovative strategies. The research discusses the possibility of applying guerilla strategies in the field of community marketing, especially in the field of public health and modifying healthy behaviors and habits among the public, through innovation, surprise, shock, or penetration of certain places to display the advertising message through analytical studies of several health campaigns with different goals and strategies, then an applied design for one of the advertising strategies of the Guerilla in an Egyptian health campaign.

Keywords:

guerilla strategy, advertising, awareness campaigns, societal campaigns, change behavior.

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Introduction:

The researcher noticed that most of the health awareness and health behavior change campaigns in Egypt depend on publications, posters, television advertisements, and more recently social media ads, meaning that they are traditional advertisements. Innovative or environmentally interactive strategies are rarely used, except in the case of mailing labels with magazines or packages with the aim of collecting donations for health institutions or patients. However, this field lacks non-traditional and non-stereotypical innovative strategies that rely more on attention marketing to influence the recipient, such as Guerilla advertising strategies. Hence, the research problem is summarized in the following questions:

- 1- What are the forms of Guerilla advertising strategies and how can they be employed in community campaigns, especially in the field of health awareness in Egypt?
- 2- How can unfamiliar innovative strategies modify healthy behaviors for the public?

Research Hypotheses:

- 1- The use of innovative Guerilla strategies in the field of community marketing, especially in the field of public health, contributes to increasing health awareness.

- 2- Innovative methods in awareness advertisements and behavior modification are effective forms of influencing the public.

Research Objectives:

- 1- Reviewing modern creative concepts in the field of advertising, such as Guerilla marketing.
- 2- Learning how to use the Guerilla strategy in health awareness campaigns.
- 3- Involving the public and the ambient in social awareness campaigns through innovative economic advertising thought.

Research Methodology:

The research follows the analytical approach of a set of social campaigns and advertisements related to issues of awareness and healthy behavior, which included Guerilla media in the world. Then it conducts an applied study of a local Egyptian campaign for "Baheya Hospital" as ambient awareness advertisements directed at Egyptian women to combat breast cancer.

Research Limits:

- 1- Objective Boundaries: Types of Guerilla advertising strategies.
- 2- Spatial boundaries: an empirical study of a local campaign for Baheya Hospital (on the treatment of breast cancer in women in Egypt).

1ST Theoretical Aspect:

Guerrilla ads strategy concept:

Guerrilla advertising strategies are a contemporary advertising format that uses non-traditional and non-stereotypical methods, new and innovative, low costs, with a surprise to achieve astonishment and admiration. They achieve more spread among the audience and relate more to the recipient's mind through a specific situation, shock, surprise, or question, through which the advertisement can go out to the limits of the unusual and creativity through the method of presenting the advertising message. Levinson is the first author to write about this strategy and defines it as a set of non-traditional ways to achieve traditional goals (Levinson, 1998). Guerilla appeared initially for small businesses that did not have enough budget to advertise in front of their competitors and could not afford to lose or not succeed an expensive campaign (Othman2021). Through simple means and limited capabilities, it can spread among the public and announce itself and its goals.

Guerrilla strategy is a term originally derived from war terms, because it expresses strategies, deceptions, and hidden methods between competitors and customers in the sense of striving for opportunities where and when neither competitors nor the public expect them to occur (Hutter & Hoffmann 2011), as it is based on a sudden situation and may sometimes happen for one time, which makes it suitable for campaigns related to events and activities to a large extent, while the Guerilla seeks to enter the advertisement in a lively, creative, dynamic, non-traditional way that is called "Show Advertising" in places that are less expected to be an advertising environment, the aim of which is usually to excite and stimulate the audience. (Satour, 2016).

Contrary to traditional marketing, Guerilla strategies focus on psychology, human behavior, investment of time, effort, knowledge, imagination,

interactive, and fun with the audience (Levinson, 1998). Confusion may occur in the use of the term Guerilla advertising or Guerilla marketing, although the two terms differ verbally, but advertising is one of the elements of the marketing mix. Therefore, it is one of the elements of Guerilla marketing and both pursue the same functional goal (Othman, 2021).

Guerrilla strategies emerged due to the large number of advertising images and means and the exorbitant high costs. Especially for starts up and small companies, also the low effectiveness of traditional advertisements for audience (Smith et al., 2007),

And also institutions responsible for changing or modifying the behavior of society or raising awareness of certain issues needs more effective, impactful, and economical advertising campaigns, frequent and varied messages, and focused on the target group of audience.

The main element in Guerilla marketing is choosing the ideal and appropriate time and place, as Guerilla ads are usually in public places that have the largest possible number of audiences, such as streets, concerts, parks, sporting events, festivals, beaches, and malls. Innovative and unconventional advertising ideas is the essence of attracting the attention of the audience, and it is the focus of the Guerilla advertisement through which the reaction of the recipient arises, while some marketers find Guerilla Marketing flexible and deceptive. There is no doubt that if this surprise is accompanied by a kind of interaction with the recipient in a new unique experience, it contributes to paying attention to it, not forgetting it, and allowing them to absorb the message, where Guerilla strategies use unexpected and unusual tactics and tools that are easy to get attached to in the minds of the audience (Levinson, 2011). From the above, the main features of Guerilla ads can be summarized in the form of the following chart:

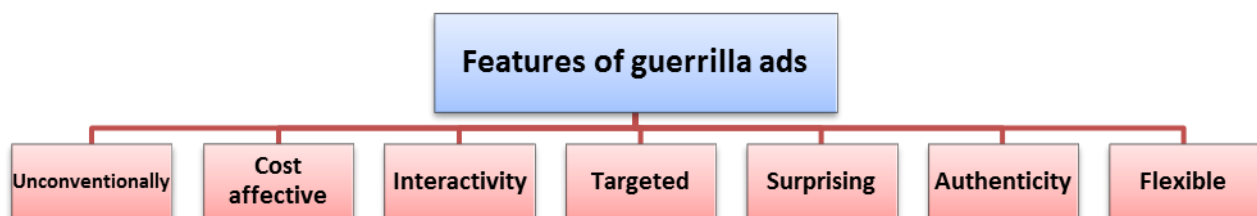


Fig 1(Features of guerrilla advertising)

Guerrilla strategy and street art

Street art, environmental art and Earth art are considered one of the art forms that blended between arts and the environment and using the environment surrounding the audience to become an unfamiliar artistic material outside the scope of art galleries and museums. Painting and writing on

the walls in the streets, which refer to the term graffiti (Stephen, 2023), and the exploitation of the environment to be a medium through which the artist expresses his message, as a revival of environmental cultural awareness and expanding the borders so that the environment has a basic physical presence, the vocabulary of the artwork is

innovatively formed, including the drawn and the interactive, and not just the context of a place for display. This is among the goals of Guerrilla strategies to reach many audiences and spread the advertising message. Since the drawing on the wall is under the umbrella of an advertisement outside the home, innovative ideas, the surprise, and an unexpected choice of places make it belong to the goals of the Guerrilla's marketing and advertising strategy, that artists make use of the resources allocated to them while at the same time giving them the artistic freedom to execute their work and gave artists and designers a means of expressing their passion with various possible ways. So, Guerrilla Marketing is an ideal form of advertising - it gives companies the freedom to conceptualize and relay the message with

multiplication of communication because of its uniqueness and creativity. This also appeared clearly in the recent health campaigns to confront the Covid-19 crisis, in which commercial and industrial activities continued to stop for about 6 months, as the economic aspect of advertising was greatly affected. Therefore, employing this strategy was a successful economic matter, especially in medium countries or those that cannot spend advertising to this extent in the Covid-19 crisis. Moreover, the abundance and intensity of traditional advertisements with the epidemic did not limit it, so some countries resorted to Guerilla strategies and drawing on walls to deal with this health crisis at the lowest material costs through health awareness messages related to infection prevention (Tri Yuniarto et, 2020)



Pic 1,2 shows the graffiti drawing in the streets to confront the health crisis of Corona in 2020 as a kind of health awareness advertisements related to modifying behaviors in wearing a medical mask and follow the instructions for personal hygiene and distancing to confront the Covid-19 crisis in simplified graphics, and phrases urging the public to social responsibility in facing the health crisis.

Guerrilla strategies are divided into several classifications according to the literature and

reviews, but in this research, they were classified into 5 basic classifications, as follows:



Fig 2 Types of Guerrillas advs strategies

1- Ambient Advertising Strategy:

Ambient advertising is the most famous model of Guerilla strategies, and the content of ambient advertising is that it surprises people in the ordinary environment with an advertising form in the context of the environment that is unusual because it is not a typical space for advertising, such as escalators, on markets floor, prints on tissue paper, etc. (Taura & Nagai 2017).

Ambient advertising relies on four basic characteristics to penetrate this setting, which are: creativity, unexpectedness, engagement, and subtlety. The idea is to grab the audiences' attention by placing the message in ways they are not used to with high visibility (Xavier L. 2021). This gives the

greatest opportunity to attract the attention of the target groups, in the sense of choosing “the right message in the right place and the right time (Abeer, 2017). The ad is created using elements of the environment in a fixed way, which allows it to last longer than other Guerilla ads. The most important characteristic of environmental advertising is that it evokes “unique feelings” in the target audience, which will help them build a positive association with the brand and enhance their experience with it, as the opportunity to view and perceive environmental advertising causes the audience to interact with it either on a sensory, cognitive, emotional, or behavioral level (Chionne and Scozzese 2014).



Pic3, Brand: Tiba hospital, KWIET

Guerilla strategy: ambient.

Campaign utilizes speedbump on the road to encourage women to remember to check for breast cancer bumps, to increase awareness of self-breast exams.

Result: the number of women who examined their breasts at that hospital one month after the ambient campaign was increased each month.

Ambient advertising also goes beyond being an innovative advertisement, but rather approaches the form of experimental advertising, which relies on entertainment with persuasion (Sorrentino, M., 2020). Where technology entered environmental



Pic 4, Brand: CEPF

Message: Cancer, which is throw into your lungs by yourself.

Guerilla strategy: Ambient ad , Dentsu Agency , china.

Result: Creative and simple, it had a strong and effective effect on smokers.

<https://www.awesomeinventions.com/powerful-advertising-stop-and-think/>

advertising to contribute and support the advertising message, clarify it and share it among the audience of the means of communication according to the requirements of the times.



Pic5, Brand: Nesters Market, Canadian Breast Cancer Foundation's

Message: "Don't Forget to Check Week."

Idea: Every cantaloupe, honeydew, and mini watermelon has a sticker "Have you checked yours?" that includes the URL dontforgettocheck.ca, which has breast cancer information and prevention tips.

2- Sensation Advertising Strategy

Sensation marketing aims to surprise the audience in public places through an advertising idea or model that goes beyond familiarity (Hutter and Hoffmann, 2011), Like Flash ads (Xavier L., 2021). Which means that a group of people appear in a

place, causing specific actions or activities to send a specific message to the public.

The actions are usually in highly frequented regions and locations promising to reach a great mass of people.



Pic. 6, Brand: Swiss Cancer Foundation

Guerilla strategy: sensation

Message: A campaign about skin cancer Mannequins on display at public swimming pools are covered with stickers reminders notes illustrating the threatening capacity of skin.

www.designfetish.org/2010/04/our-skin-never-forgets.html

3- Viral Advertising Strategy

It is the utilization of technological progress and communications in marketing and advertising via websites, e-mail, or social media pages. It is characterized by reaching a large audience quickly and having a stronger impact and happening to be in a shorter period (Kadambini, 2016). It can be described as the relationship between Buzz advertising, Online Marketing, WOM advertising (Eke et al., 2022).

It is not required to be characterized by humor and fun, but it is used in societal issues, as in the I am a



man campaign presented by UN Women's regional program. It is a series of videos spread on Instagram, Facebook, and Twitter. It is an advocacy and behavior change campaign that calls on men to become more active in caregiving, childcare and domestic work, and to prevent violence against women and girls and promoting gender equality more broadly. The campaign places a clear focus on fatherhood as a gateway to engaging men in social change to end discrimination against women and girls.

4-Ambush Advertising Strategy:

Ambush is an important Guerilla strategy because it aims to raise awareness attention, friendliness, in an aggressive way by marketing a brand in the same place where another company (usually a direct competitor) markets its products. This usually occurs during large sporting events where a brand that is not an official sponsor uses ambush tactics to promote its brand against the competitor's official marketing measures (Gillert, 2021). This requires a lot of creativity to come up with a creative idea that would outperform competitors' ads and not cause a legal crisis for the advertiser (Wendland, 2016)

5-Shock Advertising Strategy

It is an advertising form that suddenly penetrates customs, traditions, and laws, taking advantage of the surrounding environment, but with an extreme emotional state, so it is called stimulation for maximum effect. Of course, it could be remembered in the mind of the recipient for a long time because it attracts the audience with a very high level of activation, such as frightening advertising messages, pictures, and drawings of the alliance of norms, and others that shock and astonish the recipient, but leave a long-term impact (Wendland, 2016).



Pic 8, Brand UNICEF's

Unhealthy Vending Machine

Message: You can choose between malaria, cholera, typhoid, etc. on this vending machine.

as campaign staff tried to persuade onlookers to part with their cash in return for "contaminated" water.

Money people put into the machines goes towards UNICEF's water projects in developing countries.

This eye-opening Dirty Water initiative from New York, went beyond the usual collection strategies for UNICEF with this unique street activation, that shocked the local public who encountered the event.

Guerilla advertising strategies effects consist of 3 components:

- Surprise effect
- Diffusion effect
- Low-cost effect

Value of guerilla measure Cost of a guerilla measure

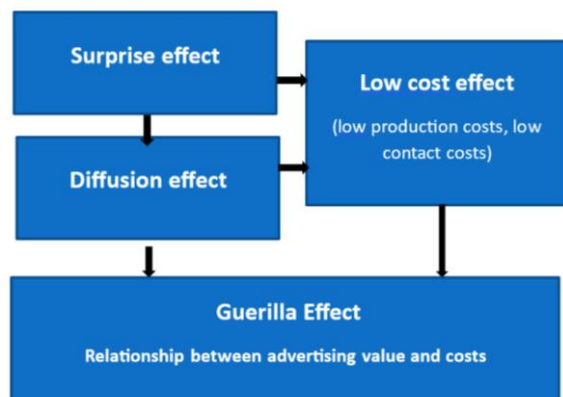


FIG3, The LSD Model (Hutter and Hoffmann 2013)

- 1- **Surprise effect:** Surprise effect: Surprise usually comes from an emotional reaction to a certain level of uncertainty, which leads to a change in cognitive activation (Carmen 2023). it was manifested in increasing attention towards the stimulus that achieved that surprise, and it is easy to achieve, as soon as there is an advertisement in an unexpected place for the advertisements, it is a surprise that causes excitement or shock to the recipient, or usage of untraditional media in the form of the advertising message (Najwan 2021) or the way it is presented, and it appears clearly in strategies that are ambient and sensation strategy ads.
- 2- **Diffusion effect:** the spread of the new idea and the spread of the message among a group of people provides the main element to stimulate the diffusion is the emotional experience that the Guerilla advertisement can do, which contributes to the creation of an oral chain of communication and increases the number of the audience, and the most Guerilla strategy that achieves this spread is viral marketing due to social media. (Hoffmann, 2011)
- 3- **Low-cost effect:** which means the low budget of the advertising campaign, and stems partly from the effect of spreading among the audience and through redirecting the advertising message (Hoffmann, 2011). Ambush strategy guarantees this effect, as it appears suddenly at the lowest cost, and in an event in which the target audience gathers and with the competing brand, thus ensuring spread at the lowest cost.

Health awareness campaigns:

Societal campaigns is defined as the use of marketing principles and techniques to influence the target audience in order to accept, reject, modify, or abandon a behavior for the benefit or benefit of the individual himself, groups, or society, and this marketing is not for a commercial or profitable purpose, but rather a utilitarian purpose related to awareness and influencing on behavior (Lee Nancy & Kotler), that is, it aims to abandon certain negative behaviors, or aims to positive community participation in facing specific problems that society suffers from, and these problems may relate to specific topics, such as health awareness and combating addiction, raising awareness of the seriousness of AIDS, combating smoking, preserving the environment, exercise, healthy nutrition, and other societal issues that are relevant to the individual and the group.

Therefore, health awareness campaigns are one of the forms of community marketing because it is related to changing or modifying the behavior of the community, the individual, or the recipient himself. Health awareness is a broad concept that includes people's motivations, knowledge, and competencies to access, understand, evaluate, and apply health information in daily life and health advertising that aims to improve healthy behavior by helping people understand their behavior, and encouraging them to choose the best for better health (Sally Gad 2021). WORLD health organization (WHO 2020) define it as Health awareness is the ability of the individual, his family, and his community to access, understand, and benefit from information in ways that promote and maintain good health.

The foundations of health awareness are based on 3 aspects (Gehad, 2021):

- **Cognitive aspect:** It means the availability of scientific information about health and the individual's personal responsibility for his health.
- **Emotional aspect:** It is represented in the formation of attitudes that motivate the individual to maintain his health.
- **Behavioral aspect:** It is represented in the individual's response and behavior change to preserve his health and the extent to which he follows the correct behavior towards it.

If the aspects of cognitive, emotional, and behavioral awareness are complete, then the individual could change his behavior to a better healthy one. Hence, the use of focused ads that engage the audience with daily activities and surprise them in new places is one of the reasons for increasing the effectiveness of innovative Guerilla ads. As design is usually used to help solve

social problems by combining innovations and creativity, innovation in the design of social advertisements as a dynamic innovative form with a transformational force in society linked to creativity, and the creation of new concepts, especially if they are associated with healthy behavior modification (Hutter 2015).

The advertising message in Guerilla ads, like other traditional ads, is based on two approaches: emotional appeals to advertising and rational appeals (Satour, 2020)

- 1- **Rational appeal** addresses the mind of the recipient with scientific evidence and proofs, and this is what suits some societal campaigns, especially health ones.
- 2- **Emotional appeal** addresses the sentiment and emotion of the recipient and urges him towards hatred, love, anger, happiness, fear, or guilt.

Although emotions has a large role in the effectiveness of advertising especially in health issues but sometimes introducing some facts make high persuade.

The message and the advertising idea can combine both types together in one advertisement, such as the recipient feeling fear of the advertising message or remorse for wrong behavior. Then presenting the health information that addresses the mind and explains the reasons for it with evidence and proofs. Notably, unlike other types of marketing, marketing with Guerrilla ads can be difficult to measure, as it is usually part of an integrated campaign with many other means, but it helps the campaigner to identify aspects of the campaign that need to be changed or improved, as well as determining if the campaign needs to remain exactly the same in the future because it has been so successful.

Benefits of using Guerilla advertising in health awareness campaigns:

- 1- Increasing communication with the public directly.
- 2- Creating awareness among individuals about important issues without financial investment, but at the lowest costs.

- 3- Creating a lasting impression on the brand image, which leads to a better and faster spread through word of mouth if creativity and innovation continue to attract attention.
- 4- The possibility of focusing on the target group.
- 5- The element of surprise that characterizes Guerilla strategies contributes to the creation of positive impressions and emotions, and the formation of a cognitive or behavioral response among the audience (Hutter, 2015).

Combining innovation and creativity in presenting the advertising message and using the environment and humans together as an integral part of the advertising process, especially in social initiatives campaigns, motivates the audience for more communication (Natalia, 2023)

2nd Practical Aspect:

Through the theoretical and analytical study of the different Guerilla strategies and their success in community marketing campaigns, especially health awareness, the issue of breast cancer in women was chosen as one of the important health issues and ways to prevent it by following healthy habits and avoiding unhealthy habits that may cause or increase the risk of developing it, and to prevent breast cancer by following healthy eating habits, exercising, avoiding hormonal substances, and avoiding wearing iron bras and others.

It was chosen to avoid harmful eating habits such as fast food, and to avoid wearing iron bras to be one of the advertising ideas for the campaign represented by the Guerilla strategy.

The advertisements carry the phrase “ بهية بتقولك ” Baheya tells you”, which are advertising messages directed to women as advice to prevent the causes of breast cancer by adopting healthy habits or changing harmful habits, using the phrase directed to the recipient directly to suspense and seek to follow up on the written phrases.

The bra element was used and focused on in a pink color associated with the logo of “Baheya Hospital” and the shape of the bra to arouse high attention among the public to achieve the desired goal.



Pic 9,10 Traditional out of home advertising for Bahaya hospital (out door billboards in Egypt)



Another out of home campaign "Baheya Pink Ramadan 2015", the campaign aiming to raise funds and spread awareness about the disease.

Baheya seized the opportunity and joined forces with several patisseries to offer their customers a pink ribbon for LE 5 in solidarity with the noble cause. The pink ribbon is an international symbol of breast cancer awareness.

Suggestion1: Shock advertising strategy

Loction : beauty center, shopping mall.....



بهيية
 بتقولك أن حمالات الصدر
 المعدنية من أكبر مسببات سرطان
 الثدي خدي بالك وأنت بتشتري



The idea: one mannequin wears a bra with one side of it intact and the other with barbed wire , and the other wearing soft and cotton bra with pink color, the color which concerned with braest cancer fighting.

Message: Raise awareness of the danger of metal bras, which are considered one of the causes of women’s breast cancer by shocking them with hard wire bra, in order to modify women's behavior in choosing cotton or plastic bras to avoid injury.

For acheiving diffusion effect: Places for women's gatherings like Nation council for woman, Ladies beauty center, Shopping mall.

For achieving surprise effect: The presence of a bra may in that places cause shock to the recipient because it is a very special women's product , bra with wires make shock , because as usual this product is soft for skin.

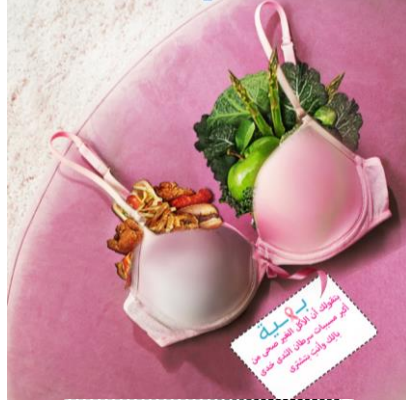
The label gives the audience an information to help them to know the dangerous of metal bra and the necessary of changing this behavior by replacing metal bras to avoid breast cancer .

So this ad appeals to the heart by feeling fear, as well as the mind to effect on Cognitive and emotional aspect of the audience.

For low cost effect: Just need bra wires.

Suggestion2 :Ambient advertising strategy

Location : hayper market, food court,.....



بهدية
 بتقولك أن الأكل الغير صحي من
 أكبر مسببات سرطان الثدي خدي
 بالك وأنت بتشتري



The idea: big bra one pink side has fresh green vegetables and the other one with darker pink has fast food like sandwich, hot dog , and else..

Message: Raise awareness of the danger unhealthy food, which are considered one of the causes of women's breast cancer by using dark color of bra, in order to modify women's behavior to healthy and natural food with pink color of on another side to raise their awareness of healthy food.

For achieving diffusion effect: the advertising place is: Food court , grocery at shopping mall.

For achieving surprise effect: bra in that place makes surprise effect, bra with vegetables and sandwiches make surprise and make curiosity of the recipient to know the message.

The label gives the audience an information to help to change his behavior to healthy food to avoid cancer.

So this ad appeals to the heart as well as the mind to effect on Cognitive and emotional aspect of the audience.

For low cost effect: Just need bra and some vegetables and sandwich which are already at the place.

Findings:

- 1- Guerrilla marketing is a means of direct communication with the audience, which attempts to cause an emotional reaction to remember the advertisement in an unconventional way as a surprise, shock or humor.
- 2- Guerrilla strategies can be used in the field of health awareness and achieve a new response in health awareness and societal change.
- 3- Guerilla strategies related to the ambient environment can provide an aesthetic and artistic utilization of the environment with advertising, which increases the attractiveness and effectiveness of the advertising message with the artistic and aesthetic touch of the environment. Employing the natural environment itself as an advertising medium affects both the functional and aesthetic side of the recipient.
- 4- Health marketing and societal issues in general are topics that need long-term and repeated strategies to affect the recipient. Therefore, the use of Guerilla is an effective innovative economic method that contributes to achieving the required results at the lowest cost.
- 5- Shock and surprise are among the most important factors in the audience's perception of the advertising message, many a times, it creates curiosity to know more about message advertised which helps in bring audience closer to the brand. Also, choosing the right

place is the most important essence of its effectiveness.

Recommendations:

- 1- There are many creative ideas that can be implemented with the capabilities of the available environment and direct innovative advertising messages to the public at the lowest cost.
- 2- Paying attention to the field of Guerilla strategies and focusing on it saves a lot of financial allocations and advertising expenses for companies. Therefore, it must be viewed as an integral part of advertising campaigns, especially in the field of public health, which constantly needs various advertisements.
- 3- The importance of linking Guerilla strategies to the social and cultural environmental conditions of the recipient and how he can interact with the advertisement.
- 4- Guerrilla advertising can be considered as a creative tool for promoting product and services and a responsible tool for better society.

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