

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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