



GEURILLA MARKETING

PRINSIP DASAR



Traditional Vs Guerrilla marketing

Use of
Capital

Big
budgets

Logos

To sell it
a target

Use of
Imagination

Small
budgets

Meme

Target is to
build long
term
relationship



Thaisky.nl
from Sky.nl

020-6406338

Thaisky From Sky Food to Thai For!

020 6406338
Delivery, Takeaway & Restaurant

1

3-ZKB-58

THAILAND





All you can eat
Rest stop





NIVEA

NIVEA

NIVEA

Good-bye
Cellulite



NIVEA







**USE ONLY
WHAT YOU
NEED.**

 **DENVER WATER**





HUNG

HE'S GOT A BIG ONE

MONDAYS 9.30

one

OGGI



6

A

1671

Natterport et. Gr. Torv

ZOO

The wildest place
in town







GUESS

Nestlé
KitKat

JANGAN NEKAT KALAU MAU SELAMAT!
PT KERETA API INDONESIA

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PT KERETA API INDONESIA







Panasonic

NOSE HAIR TRIMMER
DENGAN SAFETY CUTTING SYSTEM