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Guerrilla Advertising 2: More Unconventional Brand Communications



Synopsis

Advertising is changing fast, in order to hold its own in an ever-changing media landscape. The traditional channels of TV, press and poster simply won't reach some target audiences. Instead, clients demand project-specific solutions involving social media networks, stunts in public places, street propaganda and more. This book showcases the varied and inventive tactics that are being used today by big-name brands, non-profit organizations and individuals to promote themselves, their ideas and their products. Projects include: giant afro combs stuck in topiaried shrubs to promote a play set in a barber shop; an inflatable pig wedged between two skinny Manhattan buildings to advertise dental floss; musical grooves in a road, only audible if you drive at the safe limit of 40 mph and street buskers launching a new Oasis album in New York. Over 70 international campaigns are featured, grouped according to their approach: Stunts, Street Propaganda, Sneaky Tactics, Site-specific campaigns and Multi-fronted attacks.

Book Information

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Customer Reviews

Gavin Lucas lives in London and is Senior Writer at the leading communication arts journal and blog Creative Review. He is the author of *Guerrilla Advertising* (2006) and *Badge Button Pin* (2007), both published by Laurence King, and has contributed features and reviews to magazines including *Wonderland*, *Plastique* and *Le Cool*.

Beautiful book and very inspirational as a small business owner. I saw a review of the product on CoolHunting.com and it lived up to their praise. It's great to see what some of the creatives come up

with to promote products in ways and mediums that many of us might have never considered. Also makes a great coffee table book as it has large, beautiful glossy photos of all the ad. campaigns they editorialize. My only (minor) qualm is that it lends itself so naturally to being a coffee table book that I wish they had offered a hard cover version when I made my purchase, perhaps they have one now or plan on introducing it down the line.

Got this for a class. Now I keep it for inspiration. A stencil font is used for some of the sub titles which is different, but still legible so it doesn't bother me. Great examples.

Book one was amazing... an advertising classic I must say... but this is a rushed up version with much weaker cases... I was so dissapointed and surprised at how inferior this book is compared to the first one.

Neat read - simple with many pictures and nice layouts

It just was not what I expected at all. In fact I gave the book away for a raffle since I didnt want it!

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