# **ORANGE**

Guerrilla marketing briefings





Guerrilla marketing action





#### **STAFF:**

promoters

#### **MATERIALS**:

Signs, stickers, billboards, gadgets, uniforms

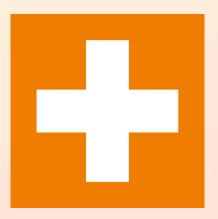
#### WHERE:

Frontaliers routes: Italy-Swiss Borders/customs (20k radius)

#### **STRATEGY**:

target frontaliers on peak hours, explaining the benefits of a boundaryless promotion.













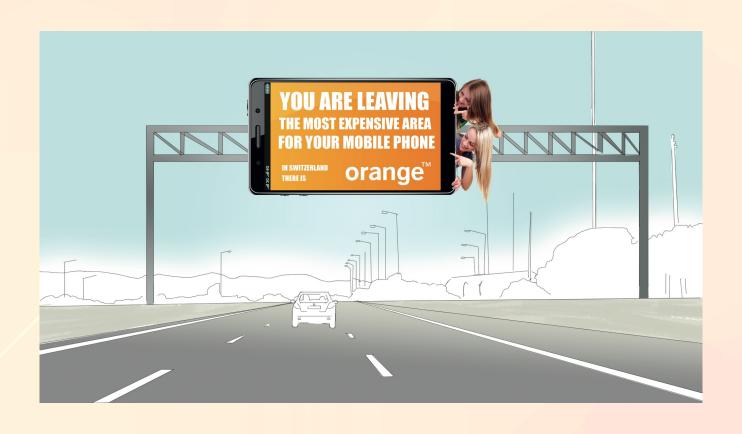


















































# **USE ONLY WHAT YOU NEED**

Guerrilla marketing action briefing





#### **STAFF:**

promoters

#### **MATERIALS**:

Signs, stickers

#### WHERE:

indoor

#### **STRATEGY:**

Various daily situations in which the public could desire to only have a piece/part of something.







#### **STAFF:**

promoters

#### **MATERIALS**:

Signs, stickers

#### WHERE:

indoor

#### **STRATEGY**:

Various daily situations in which the public could desire to only have a piece/part of something.







#### **STAFF:**

promoters

#### **MATERIALS**:

Billboards

#### WHERE:

Outdoor

#### **STRATEGY**:

Various daily situations in which the public could desire to only have a piece/part of something.







#### **STAFF:**

promoters

#### **MATERIALS**:

Billboards

#### WHERE:

Outdoor

#### **STRATEGY**:

Various daily situations in which the public could desire to only have a piece/part of something.





#### **STAFF:**

promoters

#### **MATERIALS**:

**Posters** 

#### **WHERE:**

Outdoor

#### **STRATEGY:**

Various daily situations in which the public could desire to only have a piece/part of something.







#### **STAFF:**

promoters

#### **MATERIALS**:

Benches

#### WHERE:

Outdoor

#### **STRATEGY**:

Various daily situations in which the public could desire to only have a piece/part of something.





## THERE IS NOTHING LIKE HOME...

#### **STAFF:**

promoters

#### **MATERIALS**:

Kleenex, Soap Dispensers

#### WHERE:

public toilette (bars, restaurants, public toilet places),

#### **STRATEGY:**







### THERE IS NOTHING LIKE HOME...

#### **STAFF:**

promoters

#### **MATERIALS**:

bathroom rugs

#### WHERE:

public toilette (bars, restaurants, public toilet places),

#### **STRATEGY**:







# **VOICE CONFERENCE! Speak what you want**

#### **STAFF:**

promoters

#### **MATERIALS**:

Electrical Flyer or Film transfert

#### WHERE:

public toilette (bars, restaurants, public toilet places),

#### **STRATEGY**:







#### SMS KING! Hello, His Majesty KING SMS!

#### **STAFF:**

promoters

#### **MATERIALS**:

Electrical Flyer or Film transfert

#### WHERE:

public toilette (bars, restaurants, public toilet places),

#### **STRATEGY:**







# WEB SURFER SURF WITH ORANGE

#### **STAFF:**

promoters

#### **MATERIALS**:

Electrical Flyer or Film transfert

#### WHERE:

public toilette (bars, restaurants, public toilet places),

#### **STRATEGY**:





#### **Other stickers**

#### **STAFF:**

promoters

#### **MATERIALS**:

Electrical Flyer or Film transfert

#### WHERE:

public toilette (bars, restaurants, public toilet places),

#### **STRATEGY**:







# **Mystery Shopping**

Guerrilla marketing action briefing





# **Objectives**

- To increase brand loyalty and strengthen the relationship with POS
- To boost booth's sell-in and sellout
- To increase Brand Awareness, stimulate consumption and therefore sales involving the final consumer
- To provide agents with original and catchy tools that can become sale tools





Mystery Shopping can be implemented with additional dynamics aimed at **final consumers** who have the objective of boosting sell-out for the optician. For example:

- "Scratch and Win" cards aimed at final consumers.
- **INSTANT WIN PRIZES**: after the *ghost* client reveals himself (i.e. gadgets, product discounts, free pop materials, etc.)
- FINAL PRIZE DRAW: POS can also participate in the final draw for a prize with greater appeal.







# Flash mob

Guerrilla marketing action briefing





#### **STAFF:**

promoters

#### **MATERIALS**:

various

#### WHERE:

Local parks in Lausanne, Zurich

#### **STRATEGY**:

Flash mob and gadgeting







#### **STAFF:**

promoters, freestylers

#### **MATERIALS**:

Sunglasses

#### WHERE:

Local parks, public spaces in Lausanne, Zurich

#### **STRATEGY**:

Gadgeting













#### **STAFF:**

promoters, freestylers

#### **MATERIALS**:

various

#### WHERE:

Local parks, public spaces in Lausanne, Zurich

#### **STRATEGY**:

Series of actions in public spaces (football freestyle)

