

ORANGE

Guerrilla marketing briefings

WITHOUT BOUNDARIES

Guerrilla marketing action

AMBIENT ADVERTISING

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.









Roaming with us

NOTHING TO DECLARE

orange

Roaming with us

NOTHING TO DECLARE

orange™



Roaming with us

NOTHING TO DECLARE

orange

Roaming with us

NOTHING TO DECLARE

orange™



Roaming with us

NOTHING TO DECLARE

orange

Roaming with us

NOTHING TO DECLARE

orange™



Orange Pass
Passeport Orange
Passaporto Orange
Passaport Orange
Orange Passport



join us at facebook.com/OrangeCH

HERE a promotion
dedicated to you...





USE ONLY WHAT YOU NEED

Guerrilla marketing action briefing

AMBIENT ADVERTISING

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.

With orange, Use only what you need



AMBIENT ADVERTISING

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.

With orange, Use only what you need



AMBIENT ADVERTISING

STAFF:

promoters

MATERIALS:

Billboards

WHERE:

Outdoor

STRATEGY:

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

With orange, Use only what you need



AMBIENT ADVERTISING

STAFF:

promoters

MATERIALS:

Billboards

WHERE:

Outdoor

STRATEGY:

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

With orange, Use only what you need



AMBIENT ADVERTISING

STAFF:

promoters

MATERIALS:

Posters

WHERE:

Outdoor

STRATEGY:

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

With orange, Use only what you need



AMBIENT ADVERTISING

STAFF:

promoters

MATERIALS:

Benches

WHERE:

Outdoor

STRATEGY:

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

With orange, Use only what you need



THERE IS NOTHING LIKE HOME...

STAFF:
promoters

MATERIALS:
Kleenex, Soap Dispensers

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

STRATEGY:
We'll place them in public toilets like bars, restaurants, public toilet places. To recreate a bathroom which is personalized like the house one.



THERE IS NOTHING LIKE HOME...

STAFF:

promoters

MATERIALS:

bathroom rugs

WHERE:

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

STRATEGY:

We'll place them in public toilets like bars, restaurants, public toilet places. To recreate a bathroom which is personalized like the house one.



VOICE CONFERENCE!
Speak what you want

STAFF:
promoters

MATERIALS:
Electrical Flyer or Film transfert

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

STRATEGY:
We'll place them in public toilets like bars, restaurants, public toilet places. To recreate a bathroom which is personalized like the house one.



SMS KING!
Hello, His Majesty KING SMS!

STAFF:
promoters

MATERIALS:
Electrical Flyer or Film transfert

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

STRATEGY:
We'll place them in public toilets like bars, restaurants, public toilet places. To recreate a bathroom which is personalized like the house one.



WEB SURFER SURF WITH ORANGE

STAFF:

promoters

MATERIALS:

Electrical Flyer or Film transfert

WHERE:

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

STRATEGY:

We'll place them in public toilets like bars, restaurants, public toilet places. To recreate a bathroom which is personalized like the house one.



Other stickers

STAFF:

promoters

MATERIALS:

Electrical Flyer or Film transfert

WHERE:

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

STRATEGY:

We'll place them in public toilets like bars, restaurants, public toilet places. To recreate a bathroom which is personalized like the house one.



Mystery Shopping

Guerrilla marketing action briefing

Objectives

- To increase brand loyalty and strengthen the relationship with POS
- To boost booth's sell-in and sell-out
- 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

Orange SPLASH

STAFF:

promoters

MATERIALS:

various

WHERE:

Local parks in Lausanne, Zurich

STRATEGY:

Flash mob and gadgeting



Orange SPLASH

STAFF:

promoters, freestylers

MATERIALS:

Sunglasses

WHERE:

Local parks, public spaces in Lausanne, Zurich

STRATEGY:

Gadgeting



Orange SPLASH



Orange SPLASH

STAFF:

promoters, freestylers

MATERIALS:

various

WHERE:

Local parks, public spaces in Lausanne, Zurich

STRATEGY:

Series of actions in public spaces
(football freestyle)

