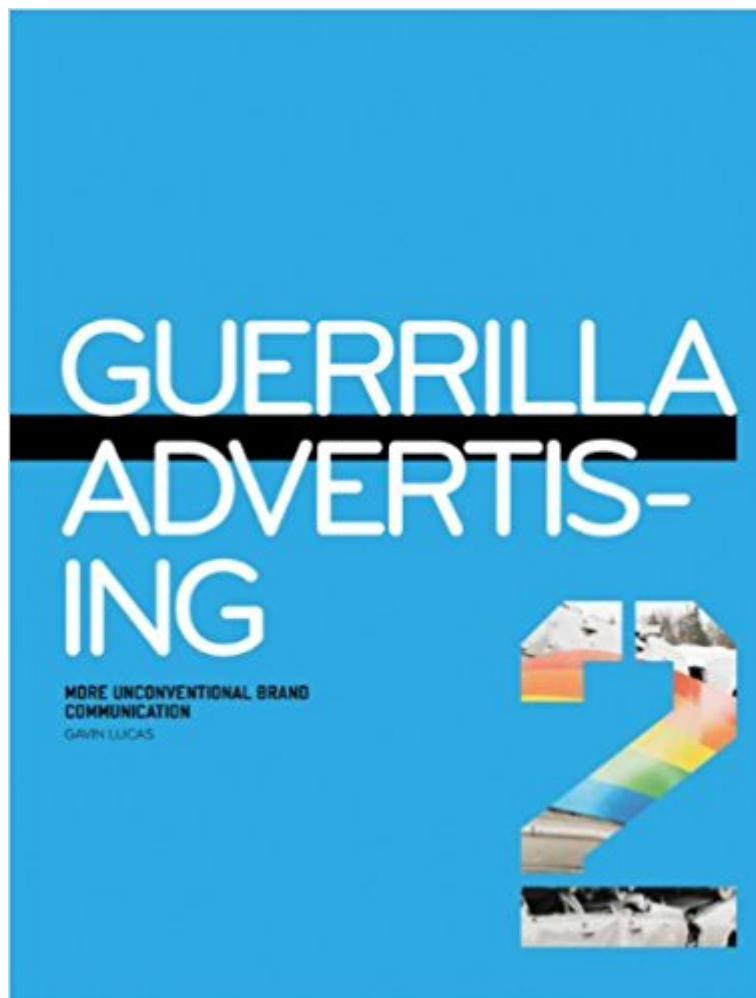




**Ebook Directory**  
the best source of ebook

The book was found

# 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

Paperback: 192 pages

Publisher: Laurence King Publishing (September 7, 2011)

Language: English

ISBN-10: 1856697479

ISBN-13: 978-1856697477

Product Dimensions: 9.2 x 0.8 x 12 inches

Shipping Weight: 2.4 pounds (View shipping rates and policies)

Average Customer Review: 3.3 out of 5 stars 5 customer reviews

Best Sellers Rank: #552,188 in Books (See Top 100 in Books) #111 in [Books > Arts &](#)

[Photography > Graphic Design > Commercial > Advertising](#) #1097 in [Books > Business &](#)

[Money > Marketing & Sales > Advertising](#)

## 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!

[Download to continue reading...](#)

Guerrilla Advertising 2: More Unconventional Brand Communications Guerrilla Advertising:  
Unconventional Brand Communication How to Launch a Brand: Your Step-by-Step Guide to  
Crafting a Brand: From Positioning to Naming and Brand Identity How to Launch a Brand (2nd  
Edition - Trade): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and  
Brand Identity Rubber Band Engineer: Build Slingshot Powered Rockets, Rubber Band Rifles,  
Unconventional Catapults, and More Guerrilla Gadgets from Household Hardware The Guerrilla  
Guide to Picking a Jury: Jury Selection and Voir Dire for Non-Lawyers (Guerrilla Guides to the Law)  
Simulation and Software Radio for Mobile Communications (Artech House Universal Personal  
Communications) Data and Computer Communications (10th Edition) (William Stallings Books on  
Computer and Data Communications) Communications Writing and Design: The Integrated Manual  
for Marketing, Advertising, and Public Relations Advertising and Promotion: An Integrated Marketing  
Communications Perspective, 10th Edition (Irwin Marketing) Integrated Advertising, Promotion, and  
Marketing Communications (7th Edition) Advertising and Promotion: An Integrated Marketing  
Communications Perspective (Irwin Marketing) Advertising and Promotion: An Integrated Marketing  
Communications Perspective, 9th Edition Advertising Promotion and Other Aspects of Integrated  
Marketing Communications Brand Media Strategy: Integrated Communications Planning in the

Digital Era Graphis Advertising 98 (Graphis Advertising Annual) Urgent Care Business Free Online Advertising Video Marketing Strategy Book: No Cost Video Advertising & Website Traffic Secrets to Making Massive Money Now! No Advertising Teespring (2017): How to Sell T-shirts on Instagram Without Spending a Dime on Advertising Hake's Guide to Advertising Collectibles: 100 Years of Advertising from 100 Famous Companies Advertising and Integrated Brand Promotion (with CourseMate with Ad Age Printed Access Card)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)