

## THE APPLICATION OF GUERRILLA MARKETING IN KOSOVO

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### Abstract

*Until the year 2000, the marketing in Kosovo used to be of a traditional form with the main focus on advertisements which can be considered outdated. We are all witnessing a continuous growth of television, radio, and print media; however as consumers we are tired of such communications and readings. We need something that creates immediate movement. In this direction different entrepreneurs in Kosovo have chosen different marketing strategies to meet their needs.*

*Nowadays, when we have a technological development and a high mobility enabling access to Internet through different smart devices (smart phone, i-pad, etc.) a more dynamic marketing is required compared to a traditional marketing. The traditional marketing is quite expensive and different organizations have been searching for less expensive forms of marketing, because most of organizations do not have the means to do traditional marketing. A form of marketing that fits well with the now days requirements as well as various economic opportunities to these organizations is "guerrilla marketing" without leaving aside the marketing of social networks.*

*The guerrilla marketing is a marketing technique that does not require a lot of financial means and is suitable for the companies that can not afford to allocate a lot of their budget in marketing. Also, the current trends in line with the technological developments require aspects that are suitable for many enterprises in Kosovo, especially those of the private sector such as small and medium enterprises or organizations, associations and movements, which do not have a sufficient budget to make major traditional marketing campaigns..*

**Key words:** *marketing, guerrilla marketing, advertisements, enterprises, Kosovo.*

**JEL Classification:** *M 30*

### I. INTRODUCTION

Marketing is the process of communicating the value of a product or service to customers. Sales can sometimes be interpreted as the sale of products but it should be noted that the sale represents only a part of the marketing purpose. Marketing can be seen as an organizational function and a set of processes for creating, communicating and delivering value to customers and managing relationships with customers in order to benefit the interests of the enterprise. So marketing is the science of choosing objectives through market analysis and market segment as well as through understanding the actions (behavior) of the purchasing customer to provide the highest value to customers.

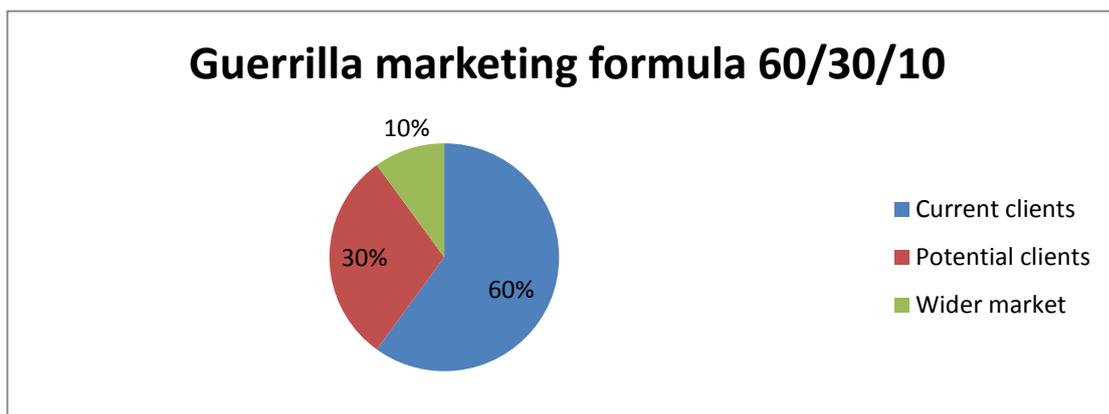
In this regard different companies choose different ways of marketing to meet their needs. In the past, marketing has been the traditional form with many focusing on advertising which can already be considered as outdated. Nowadays when we have an emerging technology and a fairly high mobility facilitated by access to the Internet via various smart devices (smart phone, iPod, etc.) Technological development has changed the lives of the people who did it with the easy communication and information as a result of the development of mobile phones, internet, online shopping options that allows access to global resources very effectively and efficiently. Also this technological development gives a business the opportunity to increase their sales. Marketing through mobile phones uses text messages to inform customers of the company's bids. In current market conditions, need a marketing that is more dynamic (moving) compared to traditional marketing. This is one reason why various companies have looked and have developed other forms of marketing with the aim to reach their goal of presenting the best value product or service to potential customers. Another aspect that has led various companies to think about other forms of marketing is the economic aspect. Traditional forms of marketing are very costly and various organizations have sought to marketing forms that are less costly and opportunities that

suit these organizations. This type of marketing differs from more conventional or traditional marketing and its purpose is to captivate and shine to the demands of the people. Guerrilla marketing can be defined as non-conventional system (not common) marketing or promotion requiring a very small budget and a little too dependent on the time, energy and imagination as opposed to marketing methods that require planning and high budget. This is not the only way of promoting and guerrilla marketing opposes this view of marketing. The goal of guerrilla marketing is to create a unique promotion and to connect people with product provoking and thereby increasing sales. Thinking behind this lies in the fact that the company will ensure more creative ideas and then it will send the big sale and will build on the reputation of the brand. This way has dramatic effect in relation to the report with customers which make them feel as if the company cares more about customers' needs. Furthermore this type of marketing has a duty to promote curiosity for brand response and using unique and original technique. So, guerrilla marketing is no ordinary kind of marketing or non-conventional marketing which requires minimal investment of resources for maximum results and awakening curiosity. Small companies use guerrilla marketing best with limited budget because they are closer to the customer and understand them better than large companies.

**II. APPLICATION OF GUERRILLA MARKETING IN KOSOVO**

Guerrilla marketing is a wide range of advertising methods aimed to attack when people least expect. In an edition of Levinson (3, p.4) guerrilla marketing is defined as "conventional goal of profit goals, or increase sales, but doing so with non-conventional tools such as the expansion of offerings during the grim economic in order to inspire customers to increase the size of each sale. Sandberg and Stierna (7, p.20) define guerrilla marketing as "contradictory mental state executed with fewer resources than traditional marketing, but with a greater investment of time, creativity and imagination that approaches a focused market." An interesting definition of guerrilla marketing was given by Ahmed (1, p.32 ), who defines guerrilla marketing as "throwing something in the mind of a customer in a way that they do not realize that they have been exposed to marketing and that it stays with them".

The concept of "guerrilla marketing" is more related to the use of imagination and creativity than cash and huge budget. In most cases exposed guerrilla marketing in unusual spaces, brings an image of unusual and creativity which the audience missed. During the conception and implementation of guerrilla marketing certain principles should be respected, such as: Presence (presence), activity, energy, networks (networks) and wisdom. To have a successful application of guerrilla marketing apart from the principles expected to be respected, different authors have also developed rules to be followed. So for example Levinson and McLaughlin have suggested the use of guerrilla marketing 60/30/10 formula, which is presented below:



**Fig 1. Formula 60/30/10 of guerilla marketing**

Kosovo brewery "Birra Peja" used a very attractive marketing method. They placed an advertisement in the form of beer packaging in a frequented part of the city (see photo below). In this way it has become inevitable that every customer that passes by, does not see the ad. So, unless there was a very attractive advertisement, it also presents a typical example of guerrilla marketing which is present in different countries and makes impression to the consumer. Successful examples of guerrilla marketing are those that succeed naturally to attract consumers' attention and carry the message to the consumer in a way that is easily acceptable and encourages them to use the desired product.

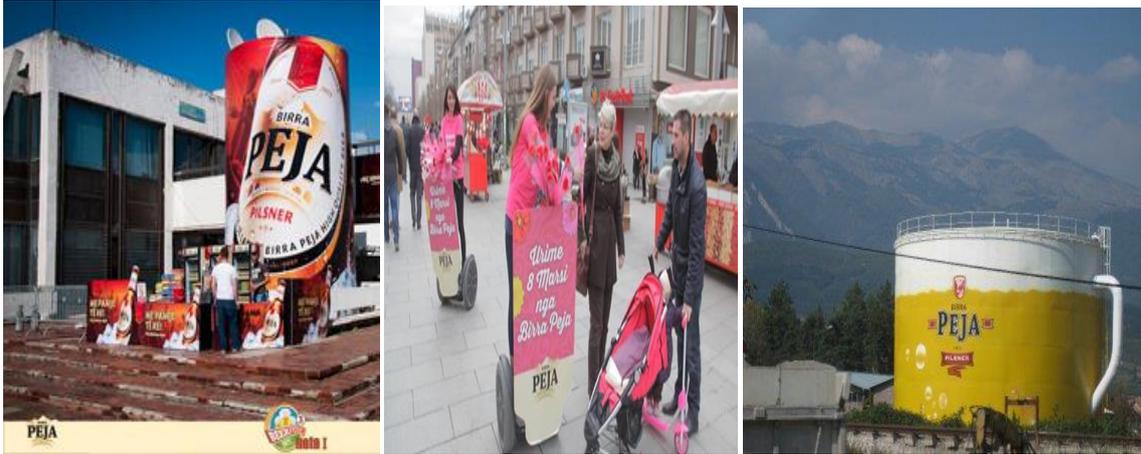


Fig. 2. Guerrilla marketing used by brewery "Birra Peja".

Below we present guerrilla marketing project X Halloween, organized for the October 31 event, where the message of this event is followed by the application of guerrilla marketing. This type of marketing is used by applying stickers to multiple facilities be that the static ones or non-static, including different groups of people of different communities and countries.



Fig. 3. Using guerrilla marketing in project X Halloween

Billboards, flyers, posters, TV ads, often become boring, and sometimes not even noticed. But, there is an interesting marketing guerrilla-technique, which is more and more in use, ie. transfer of information from companies to consumers. IPKO telephone company, campaigned for the product "what are you waiting for", and has combined traditional marketing (advertising on national television, billboards, etc.) with guerrilla marketing.



Fig. 4. Guerrilla marketing using mobile company, IPKO "

Guerrilla marketing as an alternative marketing is more oriented to the energy and imagination rather than to big budget and sound effects. It is interesting that fantastic results are achieved through interaction with potential customers. Guerrilla marketing through surprises reaches great impression on consumers because it is present in places and at times that the costumers do not expect.



Fig. 5. Using guerrilla marketing for various products

Even the banking enterprises, through special events, use tools, games, color and special communication means with customers by adapting to their offers these special cases.



Fig. 6. Guerrilla marketing used by ProCredit Bank, Bank Raffesenbank and the Turkish TEB

### III. CONCLUSION

In conclusion, we can say that guerrilla marketing is a form of marketing that requires more work and more creative ideas and the best ideas that leave more impression to the costumers are the kind of marketing whose main goal is to draw public’s attention. Guerrilla marketing is not done for profit but to promotethe products on the market and that such promotion is to remain in people's minds for as long as possible. Promotion of guerrilla marketing, is always done in public places, where the presence of people is higher and in the environments by using fewer materials, a campaign that means a lot to the company is usually led. Today, such marketing is used a lot, but time after time innovative ideas are needed, therefore it takes time to go with such promotions but it is sure that after using such marketing promotions, they remain in people’s memory for a long time and therefore are worthwhile to use. If we look at the examples presented, then wemight really understand that these are very specific ideas and the most creative way of thinking.

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