



Corporate Design
& Print Solutions



Take them
by surprise:
**GUERRILLA
MARKETING**

PRINT SPEAK

LIFESTYLE

PRINT TIPS

Issue 3 • 2008

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contact

CORPORATE REVOLUTIONARY

While the concept of guerrilla marketing does not exactly a Che Guevara t-shirt and flak jacket over the suit in an ad product launch or idea, when applied correctly, it can have a profound effect on the branding and positioning of a business.

The guru of guerrilla marketing and the first man to coin the term, Jay Conrad Levinson, defined guerrilla marketing as being "more about matching wits than matching budgets" in his seminal 1984 publication *Guerrilla Marketing*. In this tome, Levinson outlined how a marketing strategy that is high on imagination and innovation can be effective for smaller organisations with a limited promotional and advertising budget.

"Guerrilla marketing can be as different from traditional marketing as guerrilla warfare is from traditional warfare," Levinson wrote. *"Rather than marching their marketing dollars forth like infantry divisions, guerrilla marketers swipe away with their marketing resources for maximum impact."*



A famous example of guerrilla marketing was when the internet company BestOffer.Com ran a promotion called "Painfree Commuting Day" to coincide with the company's launch in Los Angeles, in which it gave away 20,000 gallons of petrol. This promotion gained the fledgling company widespread media coverage and commentary in the USA, immediately giving the company a profile that it couldn't have achieved or financed via traditional marketing channels.

Successful examples of guerrilla marketing also abound closer to home in Australia. The multinational food company Taco Bell stationed a 40 x 40 foot target just off the Australian coastline in 2001 as the Mir Space Station was falling apart overhead in space, promising a free taco to American customers if any stray bits of the space station managed to hit it. With the odds of this happening being more than one in a billion, Taco Bell's reaped the benefits of the free media coverage and publicity its stunt generated. *"We captured the imagination and interests of millions of people around the globe and put a smile on their faces,"* the vice-president of brand communications, Chris Becker, commented at the time.

RIES



involve corporate types donning
attempt to infiltrate a competitor's
a revolutionary affect on the image

While the Taco Bell example illustrates how a large company can successfully implement a guerrilla marketing campaign, associate Professor Lawrence Ang from Macquarie University says guerrilla marketing campaigns have traditionally been the preserve of smaller companies looking to gauge market share from larger competitors. *"Guerrilla marketing is marketing without money, and is often based on human psychology,"* Ang says. *"It should be a vital part of any competitive strategy for small and medium sized enterprises looking to gain increased exposure in the marketplace."*

The growth of the Eagle Boys Pizza company is one example where the successful implementation of guerrilla marketing tactics have allowed an initially small company to compete with larger competitors and to grow in size to a comparable level. Eagle Boys introduced a particularly striking and controversial guerrilla marketing tactic last year when it produced a YouTube video that suggested pizza delivery drivers from Domino's had small penises. This was in reference to Domino's admitting that it had reduced the size of its pizzas.

Although the concept of guerrilla marketing is a fairly recent phenomenon, its impact on the competitive marketplace in western economies has been massive. It has allowed corporations of all sizes to gain product exposure without having to spend large amounts of cash that more traditional marketing methods such as sponsorships or advertising campaigns demand.

Guerrilla marketing has also spawned a multitude of spin-off marketing campaigns, such as viral, social and ambient marketing, which uses everyday objects and surrounds as communication platforms. If you are seeking to use a guerrilla marketing campaign to re-position your business or image, Kwik Kopy are in the best position to provide the right finishing touches to complement your new look, image and attitude.



Make getting to work *fun!*

If you could do something that was good for your health, good for the environment and helped you to be more productive at work, you would be mad not to consider incorporating it into your daily routine.

That is the key message the organisers of the 15th annual National Ride to Work Day (15/10/08) are using to lure participants for this year's ride and to promote the benefits of cycling generally.

"Research suggests that the healthier you are, the more productive you are at work," says Lucy Allinson, Ride to Work Day's national director. "Riding a bike to work is good for your fitness, is a less stressful way to get to work, especially compared to driving, and most of all, riding a bike is fun."



The message seems to be getting out to the punters. Around 90,000 people participated in last year's Ride to Work Day, with Allinson believing that figure should increase to around 120,000 people this year. "The increasing cost of fuel and traffic problems in major cities means people are looking at alternative ways to get to work," Allinson says.

The environmental benefits of riding a bike to work make for impressive reading. Over 300,000 kilometres of work travel by car was diverted by registered

participants in last year's Ride to Work Day, with a greenhouse gas reduction of over 267 tonnes from all participants. It is further estimated over 6500 tonnes of greenhouse gas emissions would not be released over the ensuing 12 months as a result of the behavioural changes National Ride to Work Day helps to stimulate.

Allinson acknowledges a few people are put off riding to work by a fear of having a bad case of "hat head" at the other end, or sweating it up a bit too much before that morning meeting or rendezvous with clients. However, she says that more employers are becoming aware of the benefits of having a healthy and fit workforce, and are now more willing to make the workplace more cycling friendly by installing showers, bike racks and change room facilities.



Large corporate organisations that have recently altered their workplace to make it more cycling friendly include the property group Lend Lease, the pharmaceutical company CSL, the aircraft manufacturing company Hawker de Havilland and the Melbourne headquarters of ANZ. Last year, over 3000 workplaces registered for Ride to Work Day.

You can register for this year's mass cycle by logging onto ride2work.com.au



Custom designed
Christmas cards

Variable
data
Christmas
cards

Charity
cards

Calendars

Enviro
cards

Sparkle this Christmas

Dreaming of a stress-free Christmas for your business this year? We've lots of ways to make you sparkle, from charity Christmas cards and enviro Christmas cards to calendars and corporate gifts. Or for something truly exclusive, commission your own card design from our Kwik Kopy designers.

Sending cards to business associates and clients makes very good business sense and Kwik Kopy has designed its own range where you can have your own logo on the front - visible to all!

To choose from our huge range of premium Christmas cards visit kwikkopy.com.au or contact us at Kwik Kopy, that way, it's you who looks like the star.



RECIPE



Mediterranean Couscous Cakes

- 1 Combine stock cube and boiling water. Place couscous in a heatproof bowl and pour over boiling stock. Cover and set aside for 5 minutes.
- 2 Stir with a fork to separate grains. Add remaining ingredients, except oil and mix well.
- 3 Using a 1/4 cup measure form couscous mixture into 12 round cakes. Place on a baking tray and refrigerate for 30 minutes. Heat oil in a non-stick frypan and cook cakes on both sides until golden.
- 4 Serve with natural yoghurt combined with chopped coriander.

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To learn more about the nutritional components listed below, visit www.sanitarium.com.au/nutrition/dictionary.html

FACTS

Prep Time:
15 minutes

Cook Time:
10 minutes

Servings: 6

Level: Easy

INGREDIENTS

1 x 10g vegetable stock cube, crumbled
1 1/4 cups boiling water
1 1/4 cups couscous
100g reduced-fat fetta crumbled cheese
1/4 cup Sanitarium Pine Nuts, toasted
1/4 cup chopped pitted kalamata olives
2 tablespoons chopped fresh coriander
2 eggs, lightly beaten
1/2 teaspoon salt
1 tablespoon oil

NUTRITION

Kilojoules:	1250
Calories:	300
Protein:	13g
Fat:	13g
Carbohydrate:	32g
Sodium:	620mg
Potassium:	230mg

COMPETITION

Win a \$100 Cinema gift card

For your chance to win a \$100 movie cinema gift card (valid at any Greater Union/Birch Carroll & Coyle) let us know the most successful guerrilla marketing or sales technique your business has undertaken.

Please email your name, business name, address, contact phone number, along with the location of your Local Kwik Kopy Centre to: contactnl@kwikkopy.com.au. Entries close 1st October 2008.

CONGRATULATIONS to the winner of the 4GB Silver iPod nano competition from Contact Newsletter issue 2; David Forsyth, Service Manager, Chadstone Toyota, from Kwik Kopy Clayton.





Promote your business

Achieving ongoing brand visibility is a challenge for most businesses. Promotional products such as pens, rulers, calendars, notepads, deskpads, post-it notes and mugs present an opportunity to achieve brand visibility with your clients and prospects every day. A promotional product or corporate gift will stay on your client's desk throughout the year and importantly makes sure your business stays top of mind. Make it easy on yourself and let Kwik Kopy organise your whole promotional programme for you.

- Postcards
- Flyers
- Notepads
- Post-it notes
- Desk calendars
- Wall calendars
- Deskpads
- Pens
- Mugs
- Rulers
- Bags
- Branded wine labels
- CD covers
- And much, much more!



The Kwik Kopy Catalogue is now available to download online at kwikkopy.com.au



Smoothing the waters

Since becoming the Communications Officer at Sydney Ferries in November last year, Elissa McGrath has worked closely with the graphic design team at Kwik Kopy Circular Quay as the government body's internal monthly newsletter has been overhauled. She has been impressed by the level of professionalism and service.

"The newsletter is our main point of contact with a workforce of over 700 people, so it was a vitally important project," McGrath says when commenting on the re-design process. "We looked at over 100 proofs before we settled on a final design, and everyone I dealt with was very patient and would bend over backwards to accommodate our needs and requests."

With a brief that includes everything from helping to accommodate media requests in relation to the role of Sydney Ferries in World Youth Day events, to publishing promotional and marketing material, McGrath admits that she often makes "ad hoc" requests of Kwik Kopy in order to turn around material as quick as possible. "I will often ring Kwik Kopy at the last minute and ask for six posters to be developed for an advertisement or promotional campaign," McGrath says. "The quality of what is produced, often at very short notice, is always excellent."

McGrath says that she looks forward to the design and print of the newsletter and other Sydney Ferries promotional material "evolving over time" with the assistance of Kwik Kopy Circular Quay.



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