

THE RETURN OF AMBUSH MARKETING



PRESENTING THE TOPIC - THE RETURN OF AMBUSH MARKETING.....

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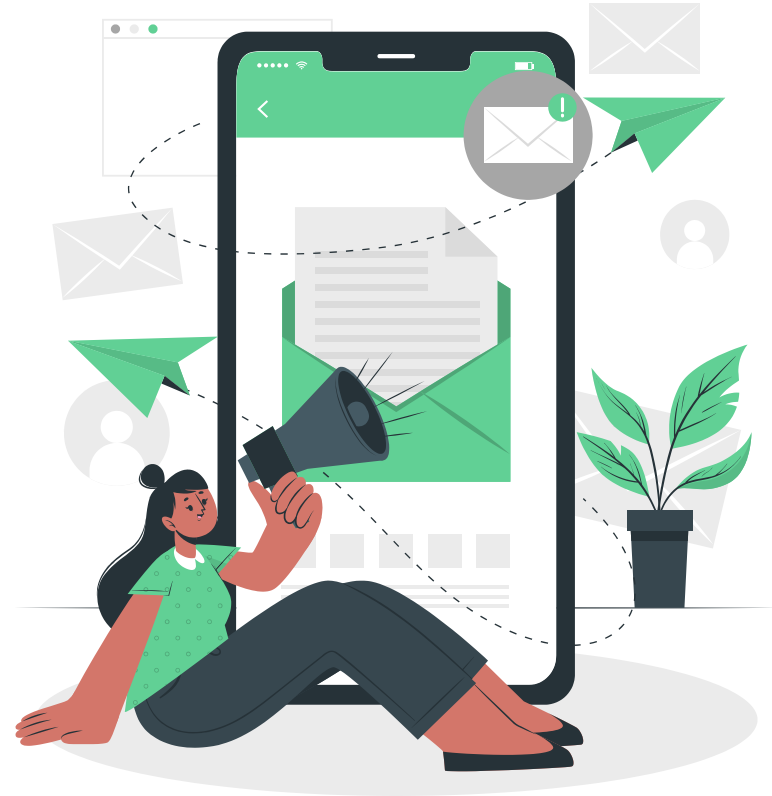
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THANK YOU

INTRODUCTION



- ❖ *Ambush marketing or ambush advertising is a marketing strategy in which an advertiser "ambushes" an event to compete for exposure against other advertisers.*
- ❖ *Ambush marketing is a strategy that involves a brand team trying to associate their products or services with a big event that already has official companies-sponsors. In most cases, it happens during sports events and aims to raise brand awareness of a particular company with no sponsorship rights.*

EXAMPLES OF AMBUSH MARKETING

Pepsi ambushed Coca Cola in 2014 Football World Cup

- ❖ *Coca cola signed a contract and became the official marketing partner of FIFA and had a marketing, branding and activation exclusivity in the category relating to FIFA and World Cup efforts of every Football World Cup. Pepsi ambushed this marketing effort of Coca Cola by signing 19 renowned football players including Argentinean Lionel Messi and Sergio Agüero, Englishman Jack Wilshere and Brazilian David Luiz, etc. and launching its 'Live for Now' Campaign. Though not associated with the actual event, Pepsi's marketing activities made it look like it was associated with it and this affected Coca Cola.*



RETURN OF AMBUSH MARKETING

- ❖ *Samsung recently came out with a commercial mocking the hype around iPhone since the last decade, with the protagonist eventually shifting to Samsung on realising that the iPhone is slow to adopt innovative tech. Thus, bringing the time-tested advertising strategy – ambush marketing – back to the fore.*
- ❖ *Used heavily in the 1980s, ambush marketing over the years has evolved and become more sophisticated – from billboards (1960-80) to television (1980-2000) to digital (mostly social platforms, since 2009). So much so that in some cases, marketers – the targeted brand and its ambusher – often take it sportingly. For instance, in 2011 Jet Airways released a billboard ad in Mumbai stating, ‘We’ve changed’. Soon afterwards, Kingfisher upped the game with another billboard (placed right above it), ‘We made them change!’ Go Air too jumped in with its own billboard claiming, ‘We’ve not changed. We’re still the smartest way to fly’, leaving consumers in splits.*
- ❖ *Ambush marketing is a short-term ploy to take advantage of a competitor’s marketing spends and the consequent market salience – extremely cost-effective. Only a few brands have used it as a long-term strategy.*
- ❖ *Usually when there is a big event that promises a lot of eyeballs, brands opt for ambush marketing. For example, a big ticket event like the cricket/football world cup or the Olympics usually signs on a host of official sponsors across different product categories, which inevitably means that the competitor or rival misses out on the chance to associate with the event. That is when such rival brands plot various ways of hijacking people’s attention.*

INTENT & TECHNIQUES



AMBUSH
MARKETING

- ❖ *A company may also perform direct ambush marketing by riding coattails-factually marketing their role in connection to an event or its participants.*
- ❖ *For example, a company which produces sporting equipment may advertise that they are the official supplier for a specific athlete or team.*
- ❖ *Similarly, a non-sponsor may choose to solely sponsor the event's telecast by a broadcaster, but not the event itself.*
- ❖ *The factual acknowledgment of a non-sponsor's involvement with the participants in an event by, for example, a television host or commentator, can also be considered an incidental form of coattail marketing, as it provides additional unpaid publicity to the brand.*

TYPES OF AMBUSH MARKETING

Direct Ambush Marketing Activities

The activities intentionally performed by a company so as to make itself seem associated with an event/property for which it has purchased no rights or when it uses clever advertising to attack a competitor and steal its spotlight.

Indirect Ambush Marketing Activities

When a brand associate itself with an event or a program indirectly - either through creating an allusion by using similar images, symbols, etc, or setting up a promotional presence at or near the event without making specific reference to the event, or by using certain theme as that of the concerned event, in order to gain more exposure and publicize their products with no intention of attacking or stealing spotlight from their competitors, the brand is said to use Indirect Ambush Marketing Activities.

ADVANTAGES OF AMBUSH MARKETING

- *Cost-effectiveness;*
- *improved brand equity;*
- *freedom and flexibility;*
- *an opportunity for startups to jump-start their business;*
- *a higher competition that brings lower prices for consumers;*
- *a creative approach;*
- *a direct response to a campaign;*
- *various forms and sizes, starting from a mobile sidebar ad to huge billboards in a city center; companies can go off-script from their initial content, style, etc*

DISADVANTAGES OF AMBUSH MARKETING

- *makes it difficult to calculate ROI;*
- *requires quick response and detailed planning;*
- *relies on time and space;*
- *violates rights of actual sponsors and partners of an event;*
- *relies solely on competitors' ads to address them.*

Conclusion

- ❖ *In the era of globalization the importance of sports, cultural event, artistic work, etc. have been increased tremendously with that the role of sponsorship have also strengthened to gain promotions and consumer attention.*
- ❖ *This has led to the increasing in marketing strategies of Ambush marketing.*
- ❖ *Some people believe it to be positive and innovative while the other set believes it to be unethical and immoral, I belong to the latter set.*

Thanks!

