

### STEALTH MARKETING

BY HARSH TALWAR

#### STEALTH MARKETING

Stealth marketing is a marketing strategy where a company markets their product in a subtle and 'hidden' way, such that the consumers don't realise that it is a marketing ploy.

#### EXAMPLES:-





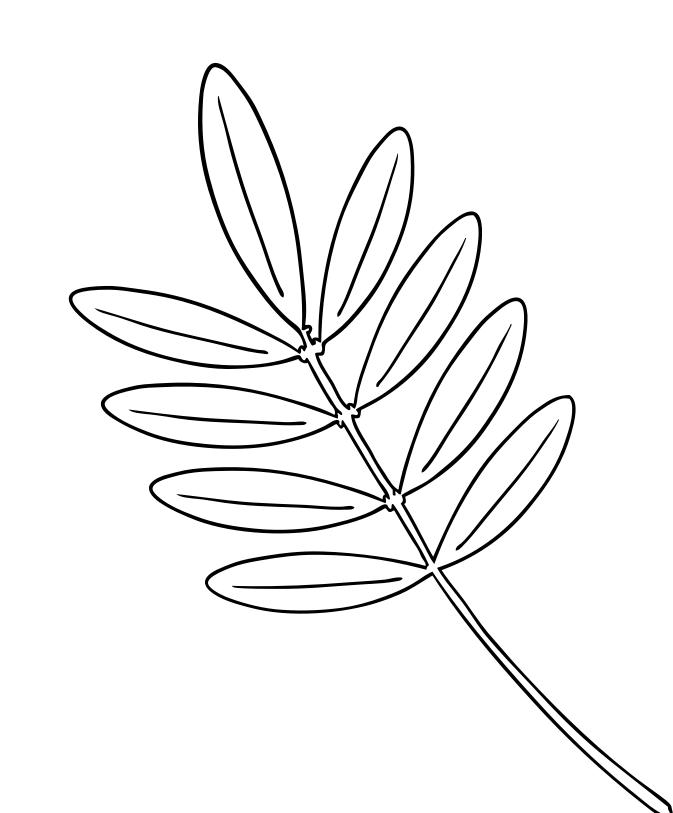






#### TYPES:-

- Product placement
- Covert agents
- Misleading web pages
- Subliminal messages



#### CASE STUDIES: ~

#### 1. CRISTIANO RONALDO





#### 2. PELE



#### 3. PM MODI





धन्यवाद प्रधान मंत्री @narendramodi जी विजय परेड के लिए भारत में निर्मित वाहन से बेहतर कुछ नहीं है ! 😊

The Times Of India 🤣 @timesofindia

After BJP's victory in 4 states and ahead of Gujarat polls, PM Modi holds 3 roadshows in home state in 2 days toi.in/CcpdRY8/a24gk







# THOUGHTS:-

## ETHICAL VS UNETHICAL

#### EFFECTIVE

VS

INEFFECTIVE

