

Emerging Influential and Ambush Marketing

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Abstract

Ambush marketing is a clever and creatively flexible technique that allows the company use other advertisement campaigns to attain gain to its own sales. It plays a tricky game with the perception of the targeted audiences practicing of hijacking or cooping the competitor's advertisements crusades. In this smart word play performing company showcases to the audience that it sponsored the event financially when it originally is not. It uses the competitors leverage to have personal gain as it is actually getting the credit of other's hard work. Many companies till now used this smart marketing strategy to create its image placing its foot on others.

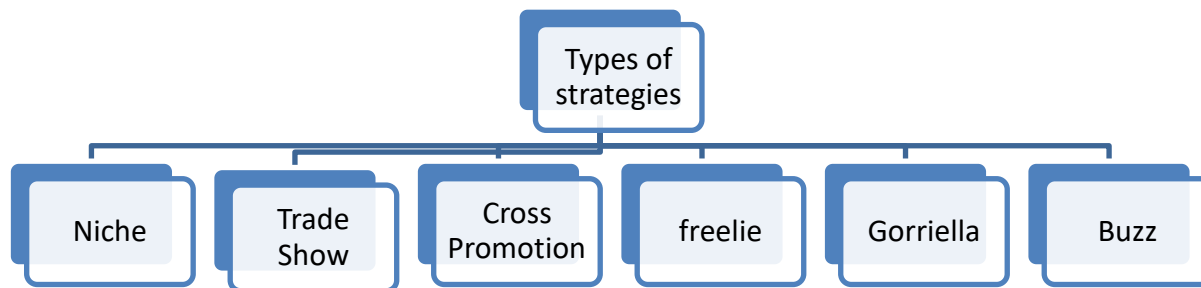
The ambush marketing strategy gives high chance even to the craziest idea to get clicked in market this allows the firm to go off-script and perform its means. This creates high pressure on the competitors company. This predictors' ambush hacking uses the right to freedom of speech and makes clear use of words to mislead the perception of audience. It increases the product intention significantly and product of ambushing company will have awareness more than the official sponsor. This strategy goes beyond the ethical phenomena official sponsor and will have no standing in court. Ambushing marketing has doubtful urgency of ambushing which is quite legitimate. The official sponsors have to project themselves by anticipating the competitors much more efficiently. In this paper we are going to have a study on the performance of ambush marketing, how it is manipulating the competitors customer. How a clever and clearly planned strategies of the marketing techniques effect the competitors and their products. It shows how these techniques impact the buying behavior of consumer through consumer awareness and perception.

Keywords: Ambush, Competitors, Strategy, Consumer

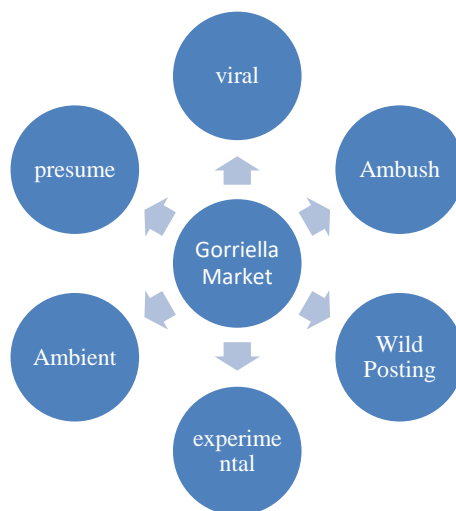
Introduction

Marketing is a most powerful wing of any company. It is the one that creates or breaks the company's sales. Appropriate use of techniques and strategies of marketing holds an old customer and creates new customers towards the product and its sales. Any product life cycle depends on the sales and the sales depend on the

perfect use of marketing. It is a process of how a product will be displayed and will reach the consumers. The uses and advantages of the products will be disclosed to a number of consumers in different ways. The ultimate goal of marketing is to create and hold the customers through different types of strategies. Few marketing strategies are as follows.



Among these strategies one of the emerging recent trends is ambush marketing, this is a part of guerrilla marketing strategy.



Ambush marketing is a strategy used by a company that exhibits things to the audience in such a way that it is contributing or financing a certain event where it actually is not. Strategy of official sponsoring getting major sports events. This animal attack marketing technique creates brand awareness in different ways. The ambush marketing finances many ways and shares up core elements which allies with a brand and its product with anyone without actually having paid for sponsorship. This is also called as parasite marketing.

History:

Terry Welsh, a well known marketing strategist coined the term called "Ambush Marketing" in 1980's when he was working as a manager of global marketing efforts for American express or AmEx. The French word "ambush" means to place in wood so as to attack the competitor from a hidden position. This strategy was firstly noticed in between 1984 Summer Olympics in los Angeles in 1988 Summer Olympics.

Essentials of Ambush Marketing:

To get the best out of the ambush marketing certain rules are to be followed. Businesses should always try to play with the law but not against, it is obvious that media will always have its hand and should try to rope in the players. Creativity is highly important to impress and surprise its competitor. Always the weakness of the competitor should be our strength.



Factors Affecting Ambush Marketing:

1. Increasing cost to sponsorship: sometimes the sponsor might increase its cost towards sponsoring the event in order to suppress its rival and help itself from ambush marketing but most of the times these efforts might go in vain.
2. Effect on event organizers: the event organizers are not always reliable. Not always they keep up their word on broadcasting their product or doing justice to the sponsorship that is given to a so called event.
3. Effect on consumers: different consumers have different views on different products. The marketing strategy, sponsorship frequency does affect their purchasing behavior.

Ambush marketing is just like any other strategy which has its own pros and cons.

Advantages:

1. It allows the company to get more creative.
2. Helps to create awareness in the cheapest possible manner.
3. This can be a huge weapon for firms that cannot afford sponsorships.
4. Creates competitive spirit and enthusiasm among competitors.
5. It seems to be the simplest way to disturb its rivals and their campaigns.
6. It allows the firms to use the free social media.
7. It allows ordinary content to be entitled and makes a talk worthy among audience

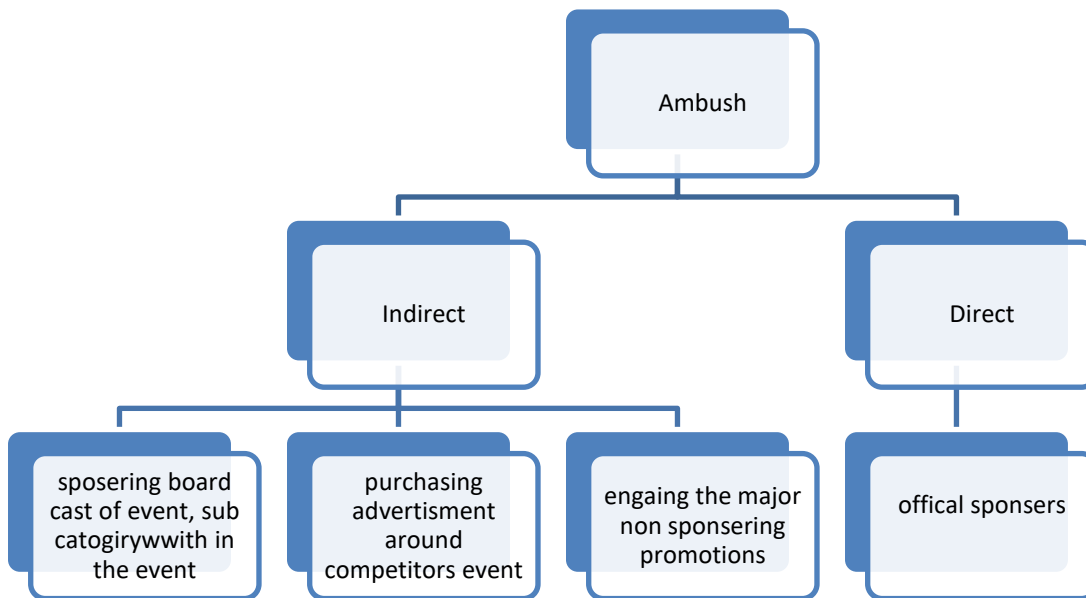
Disadvantages:

1. This strategy confuses and perplexes the consumers.
2. It reduces the commercial value of an event.
3. Ambush marketing promotes a chance of creating an unhealthy competitive environment.
4. This might adversely affect the funding of an event.
5. Projects negative opinion on the rival products.
6. Promotion of negative connotation as possible with this strategy.

Types of

Ambush Marketing :





Techniques of Ambush Marketing:

Several techniques are used for ambush marketing. This strategy is mainly divided into four types namely:

- 1 Predatory ambushing
- 2 Coat tail ambushing
- 3 Trademark infringements
- 4 Self Ambushing

1. Predatory ambush marketing:

In this the firm claims itself to be a sponsor though it is not. The firm tries to use the events trademarks as a part of its advertising strategy. This strategy is used to suppress the advertising capacity of the real sponsor. In this case you can see the example of visa and American express embracing each other in Olympic Games sponsorship.

2. Coat tail ambush marketing:

Coat tails are usually the sub parts of an event. In this case a company might not completely sponsor an event rather it would sponsor a part of it like a player or other part of a sport etc in this it would broadcast

it's advertisement featuring that part of their sponsorship but it is projected in such a way that it is sponsoring the event as a whole. Consider the example of athlete Lind Ford Christie in Atlanta Olympics who was exploited for marketing their brand product.

3. Trademark infringement:

In this type of ambushing though a firm is not sponsoring certain event it might use the events data like images or symbols in their advertisement's campaigns and promotions in order to increase their sales. This strategy sometimes is treated to be a brave one's because this might sometimes be treated as a legal offence. In the example mentioned though Kellogg's is not the official sponsor of the US Olympics it used the Olympics symbol on its package.



4. Self ambushing:

This technique is much like crossing the sponsor's agreements of an event that actually sponsored an event. Consider the example of UEFA football championship where are famous firm that had the range of championship only till distributing freebies and not other things like broadcasting etc. But Carlsberg already captured it's sponsorship path by distributing free orange colored t-shirts and caps with it's name on it to all the spectators that attended the match that day.



Review of Literature:

- In the journal “Ambush marketing corporate strategy and consumer reaction.” by Tony and Menaghan in July 1998 says that, with growing interest on sponsorships by companies grew the technique of ambush marketing. This focuses on perplexing the consumers to prefer the right brand and help a firm to suppress its competitor. This technique was proved to be successful over the recent times. The paper expresses views stating that the consumers team and celebrity from preference is highly impacting the choice of brand. If the consumer is aware of the benefits a company can acquire the emotions of the consumers with certain events and make profits out of it. But the ones who are not either emotionally involved or have knowledge about the brand are to be taken good care of and requires further future exercise.



- From the journal “sponsorship Ambushing In Sport.” by John.L.Crompton in January 2004 says that, ambush marketing experienced a boon with sponsoring sporting events. Though it helped the sponsors cannot be sure of not being ambushed. This resulted in much complex and thick sponsorship terms to prevent one's own self from being ambushed. Also, if a firm withdraws in between it helps the rival to enhance its sales.
- From the journal “Event sponsorship and ambush marketing lessons from Beijing Olympics” In 2nd January 2010 by Leyland Pitt, Michael Parent, Pierre Berthon, Peter G Steyn. Explained that, The writer states 7 important lessons from ambush marketing with the Beijing Olympics as an example. The lessons are as follows:
Not even a hint of ambush attack can be anticipated. Also not always the organizers keep up their words in case of promotions. The government will never help any firm to get protected. A firm or a steady competitor should always be aware of the risk of ambush marketing. No customer is ever going to care about a company's loss. He or she does what they like. Also panicking much about ambush marketing could make things much more complex. Apart from sponsorship there are many other marketing strategies. So never worry about sponsorships and ambush marketing. To understand all this a firm should get the psychology of the customer and should try to anticipate the competitor's move.

- From the journal “Impact of ambush marketing on consumer's buying behavior: a study of snapdeal's marketing strategy” by Rohan Gulati and Dr.R.Priya in May 2018 states that ,The paper deals with Snapdeal as an example. It is found that the people's perception changed and started using Snapdeal website because of its ambush marketing strategy. Snapdeal could not sense the trap in it. The moment consumers felt the strategy to be unfair its downfall started. In other words the paper attempts to put out the fact that this strategy could be profitable at the start but can also turn out to be brutal is not executed correctly or properly.
- From the journal “Ambush marketing: Are sponsors really sponsoring?”by Ashrin shahira binti Mohammed Aslam , Dr. Rashad Yazdani Fara says that, Ever in May 2018 states that, since the introduction queries are always on about the ethical ranking of ambush marketing. The lead companies as fire to trap the chance of marketing that product through sponsoring mega events like World Cup, Olympics etc. On a simple note marketing of a firm between competitors never went smooth. So is in the case of ambush marketing. The rival is never going to stay calm. So it starts ambush marketing. Though counter ambushing is possible it was proven to be useless in most of the circumstances.
- From the journal “An international look at ambush marketing.” By Edward Vassallo, Kristin Blemasted, Patricia Werner. Explained that, the strategy, ambush marketing is often known to be provoking but still is not treated a legal issue in many countries. Though few people treated the practice to be unethical most of them felt that the strategy enhanced the marketing capacities and increased competition among rivals. Having an idea on law proceedings in this case is could work well for both the firms and lawyers such that it could get easier to tackle the issue in future if they had to face any such kind of a situation.
- From the journal “Analysing the effectiveness of ambush marketing with Google search data.” by Bolo Herzog, Gerd Nufer in July 2014, Explained that, Ambush marketing has got two main poles. One pole with sponsors and organizers the opposite pole with rival ambushers. Being the sponsors the firms try to market their products with the help of events where in the non-sponsoring rivals find the spot and market their product provoking its competitors at no or affordable cost. Though this being a bit unethical to some people, it brought about tremendous results to the marketers. Also it is much related to corporate large scale industries.
- From the journal “Influence of ambush marketing during Olympics on consumer behavior.” By Shruti Shanmugam, Yashika Mandhana, in December 2016 explained that, Ambush marketing being an innovative strategy could grasp many customers attention at once at an average investment. Though people treated it to be unethical and a few customers preferred their own old brand due to some reasons, this strategy was successful to a great extent. Also a few argued that this in turn increased healthy competition among rival firms. India being a young country welcoming changes

also welcomed this strategy resulting in remarkable sales over the recent years. Many consumers got influence and introduced a great potential for the need to be influenced

- From the journal “Ambush marketing: A critical review and some practical advice” by Dean Geru, Janet Hoek in 2003 explained that, Ambush marketing is always been a pebble in the foot to the non-ambushers. Though increased care is taken on the protection of rights, rivals always outcasted the real sponsors. Development of much tighter and specific contracts try to minimise the conflicts. But controlling the rivals action is inevitable. Also it is important for the sponsors to always be ready for a recourse or to give a retreat or counter ambush the competitor.

CASE STUDY:

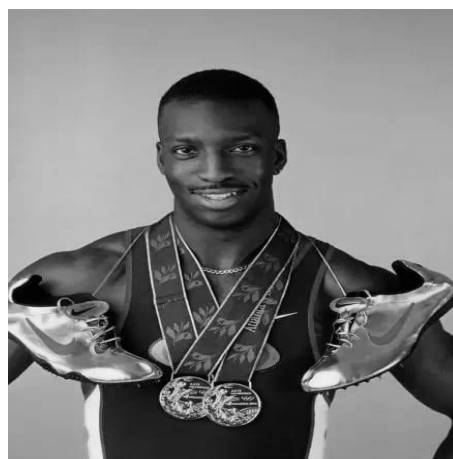
1. Nike

The most popular brand "Nike" belonging to multinational market that works on designs and development, manufacturing and global marketing sales of footwear, exercise, equipments and services worldwide. It is headquartered near their Beaverton Oregon Portland metropolitan area. Nike is the worldwide supplier of athletic shoes and apparel and the major manufacturer of sports equipment.

In Olympic games:

winter Olympics 2014 is an example of ambush marketing started in 1996 rolled out one of the most memorable ambush marketing campaigns in the history in 1996 in Atlanta. Nike actually was not to invest in the games or any sponsorships instead it shows interest to try their hands-on ambush marketing.

Nike not only lined the streets of the city Atlanta with Olympic themed advertisements but also created one of the most memorable moment in 1996 Olympics with Michael Johnson with a pair of gold Nike shoes that he raced with and won the gold medal. Nobody actually recognized that Reebok sponsored the Olympics games for that season. After Michael's incident Nike shoes were the main theme of peoples talk.



2. Pepsi & Coca-Cola

Pepsi carbonated soft drink manufactured by "Pepsico" originally created and developed in 1893 by Caleb Bradhan and introduced as branch drink it was renamed as pepsi-cola in 1898 and shortened to "Pepsi" in 1961.

Pepsi was attempting to ambush its arch rival Coca-Cola with a multimillion pounds sponsorship to the FIFA world cup in Brazil with its own superstars from 2014 football squad including Argentinians Lionel Messi and Serigo Aguero, Englishmen Jack Wilshere and Brazilian David Luiz and others making up 19 men team that will form a part of its "Live For Now" campaign.



"Pepsi has had a tremendous relationship with football, going back barely 15 years. We have brought together are most impressive football roster yet comprised of players who truly embodied our brand spirit. Throughout the year we will be collaborating with them to bring our fans exciting and engaging content, products and experiences" as the statement of Pepsi for that year. All the spectators supposed Pepsi to be the sponsor of the event but surprisingly it was COCA-COLA.

3. Rona Catches Apple Paint

A creative marketing of RONA in the spring of 2010, Rona, a major Canadian retailer and distributor of hardware, building materials and home renovation products came up with the fantastic ambush marketing campaign of recycling. In the advertisement Rona spotted a billboard of Apple iPod nano shared on colorful banner along with the head. There were 9 iPod nanos in different striking colors' like grey, black, purple, blue, green, yellow, orange, red and pink. These colors were dripping like paint of the bottom of the iPods.

After seeing the advertisements the company came up with the idea to make use of this billboard using it as creative advertisement for themselves as previously mentioned Rona is a company that wanted to make a campaign about the fact that the recycle painter. So they decided to hang a Billboard under apples with an act the same colors dripping in to paint buckets with the writing underneath saying :

"Nas re cupernos les rester de pe inture" meaning "we recycle leftover paint". Here Rona completely exploited Apple's iPod idea.



Conclusion :

In the above paper it is explained how the smart and creative idea of companies are using the competitor's advantages in increasing its sales and in creating its product image the minds of customers. A innovative ideas that could make a huge response over the customer perspective, which can become a sensation in its field among others at any era. This paper disclose that the smart marketers uses the competitors shoulders to lift themselves up even they have not sponsored the event but it takes crown of others earnest and enjoying its growth and boom stage of self product. In NIKE foot ware company, it utilized the coat tail through MACHEAL JHONSON in Olympics 1996, Ambush technique and gained a huge revenue and publicity and even in PEPSICO. LTD used the similar strategy in FIFA 2014, using Argentinean squad into their products package and a Canadian recycling company RONA used self-ambushing technique by using the APPLE IPOD hoarding in a creative way and gained a huge reorganization. As ambush marketing techniques, a smartest way with a least investment and gets a high impact on company's performance through its idea implementation.

Suggestions:

- Ambush marketing should be used in a way that should not violate any legal bindings of any country.
- Any creative and innovative idea that is not against the competitors can influence the consumers.
- Ambush marketing should always be in a way that creates positive impact of product.

- It should always give a correct and needed information as per the need of customer
- It should not leave any negative impact of competitors product in minds of consumer.

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