Abstract

Advertising is the basic media of communication; advertising is used as a commercial tool and transformative agent all around the world. It can be expressed in many different ways, though in Pakistan it has become a conventional means of communication and client based market. Guerilla marketing is one kind of communication, which has the power to crab the attention of the audience faster than any other type of advertising. In simple words, guerilla marketing evokes audience’s attention, interest when they are not expecting, it targets the audience unexpectedly in unexpected places.

My dissertation examines the lack behind the weak perception and understanding of guerilla marketing in Pakistan. In our country advertising has always been very basic and traditional; ad agencies are restricted to client’s liking only and limit their creativity to that level. Guerilla marketing has the power to engage the audience with the brand; it is the most effective way to attract the target market and leaves a long term impact on their memory.

The other part of my dissertation examines the absence of guerilla marketing and how often our ad agencies consider this medium over other mediums of advertising. It is very important to introduce nontraditional media in a country where things have changed over time in terms of creativity, technology and art. Our audience always looks forward for things they have never seen before and something which get their attention by surprise. The agencies claim that lack behind nontraditional media is because of conservative understanding of audiences and client.

My dissertation studies the perception, perspective and acceptance of guerilla marketing in Pakistan and how often it is preferred over other advertising form.