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## GUERRILLA MARKETING IN THE PRISM OF SUSTAINABILITY

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### Abstract

This paper examines the intersection of guerrilla marketing and sustainability, focusing on how unconventional marketing strategies can foster environmentally and socially responsible business practices. Guerrilla marketing is defined by its creative, low-cost tactics that enable brands to engage consumers in impactful ways without requiring significant resource expenditures. This approach not only challenges traditional marketing paradigms but also aligns with the growing consumer demand for sustainability. The paper provides a comprehensive overview of guerrilla marketing, traditional marketing, and sustainable marketing, highlighting their key characteristics and differences. Traditional marketing often relies on established, high-budget strategies, while guerrilla marketing thrives on innovation and resourcefulness. In contrast, sustainable marketing emphasizes long-term ecological balance and social responsibility, integrating these values into all aspects of a business's operations. As businesses increasingly prioritize sustainability, the future of guerrilla marketing appears promising. By leveraging its inherent creativity, guerrilla marketing can create memorable consumer experiences that resonate with environmentally conscious audiences. This paper seeks to answer critical questions about the potential for guerrilla marketing to evolve within a sustainable framework, exploring how brands can harness its principles to foster positive social and environmental outcomes. Ultimately, the findings suggest that when executed thoughtfully, guerrilla marketing can not only drive brand engagement but also contribute significantly to the broader goals of sustainability *and responsible business practices*.

**Keywords:** difference, future, guerrilla, sustainable marketing

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## Introduction

In an ever-evolving marketplace, businesses continuously seek innovative strategies to engage consumers and distinguish themselves from competitors. Marketing has traditionally relied on established methods, focusing on extensive advertising campaigns and predictable messaging. With the rise of digital technologies and evolving consumer behaviors, guerrilla marketing has become an appealing option. Defined by its unconventional strategies and budget-friendly initiatives, guerrilla marketing seeks to craft impactful experiences that strongly connect with target audiences. This paper explores the definition of guerrilla marketing, traditional marketing, and sustainable marketing, highlighting the key differences between traditional and guerrilla marketing. While traditional marketing often emphasizes reach and frequency, guerrilla marketing thrives on creativity and surprise, enabling brands to achieve significant impact with limited resources. As sustainability becomes a critical concern for consumers and businesses alike, this paper also investigates how guerrilla marketing can align with sustainable practices. Ultimately, this paper seeks to find out if guerrilla marketing can serve as a powerful tool for achieving sustainable marketing goals and fostering a more responsible future for the industry. Methodology used in this paper is based on two research questions, the first being “Is guerrilla marketing more sustainable than traditional marketing?” and the second “Is guerrilla marketing the future of sustainable marketing?”.

## Guerilla marketing

Guerrilla marketing is a strategy that involves using unexpected or unconventional methods to promote a product or service. It often emphasizes personal interactions, operates on a limited budget, and relies on creative ideas to engage specific target audiences, focusing on smaller groups to spread the word in a particular area.

This approach emerged as a response to the transition from traditional media like print, radio, and television to digital platforms. This term was coined by Jay Conrad Levinson in his 1984 book “Guerrilla Marketing,” the objective is to generate excitement about a product or brand,

increasing the chances that consumers will purchase it or discuss it with others (Doyle, 2011). Guerrilla marketing is viewed as a branch of marketing, marking a notable stage in its evolution. It involves unconventional and distinctive promotional strategies that enable a company to achieve significant results swiftly with limited financial resources. The essential elements include time, energy, and creativity, with human psychology serving as the basis for its application (Levinson, 2008). The term “guerrilla” is mostly connected to the word war, even though in this context it is not, guerrilla tactics remain closely tied to their military origins.

These strategies emerged from armies that lacked the resources for conventional warfare, prompting them to innovate and utilize available resources creatively—essentially turning challenges into advantages. In military terms, guerrilla strategies involve seizing unexpected opportunities to strike the opponent and then disappearing back into the surroundings (Garrigan, Margolis, 2008). Guerrilla marketing inherently creates a more personal connection with consumers compared to traditional marketing methods. It’s often called “relationship marketing” or “love marketing” because it aims for a close, intimate bond. Engaging with consumers as individuals is generally appreciated, as it encourages them to not only become customers but also advocates for a brand. This is where the strength of guerrilla marketing is (Garrigan, Margolis, 2008). Guerrilla marketing is an innovative advertising strategy that focuses on engaging consumers in unconventional settings, often at street level or through events. Instead of concentrating on the typical “what”—such as a product, slogan, or direct message—this approach emphasizes the “how,” specifically how to deliver an interactive and unforgettable experience for the consumer. It aims to build unique and personal connections with the audience, frequently through surprising, intriguing, or entertaining interactions (Levinson, 1984). A key aspect that sets guerrilla marketing apart from traditional advertising approaches is its rejection of typical marketing boundaries and platforms. Instead of relying on standard channels like television ads, billboards, or digital banners, guerrilla marketing leans into public spaces, live events, and innovative tactics that resonate with the intended audience on a more personal and emotional level. These campaigns are designed to stand out and stick in people’s minds, often encouraging word-of-mouth sharing and creating a sense of curiosity or wonder among viewers. For example, a guerrilla marketing campaign might involve eye-catching street

art installations, interactive pop-up experiences, or clever product placements in high-traffic urban areas. The objective is to spark genuine interest and engagement, catching the audience off-guard in places or situations where they might not expect a marketing message. By targeting people in their natural, day-to-day environments and encouraging participation or interaction, guerrilla marketing prioritizes creating an immersive experience that feels authentic, memorable, and specifically crafted for the target demographic. In essence, guerrilla marketing's success relies heavily on creativity, novelty, and a deep understanding of the audience's behaviors and preferences. It's this combination of elements that allows guerrilla marketing to cut through the noise of traditional advertising, delivering a message in a way that is not only unique but also deeply impactful (Garrigan, Margolis, 2008). The principles of guerrilla marketing can be captured in sixteen key concepts: commitment, investment, consistency, confidence, patience, variety, follow-up, convenience, surprise, evaluation, engagement, reliance, tools, approval, substance, and enhancement.

1. There needs to be a commitment to a marketing strategy.
2. This strategy needs to be viewed as a valuable investment.
3. The consistency of the program must be ensured.
4. There needs to be confidence instilled in the prospects regarding a business.
5. To uphold commitments there needs to be patience.
6. Recognition that marketing involves a range of strategies.
7. Understanding that profits come after making a sale.
8. Organizing a business in a way that prioritizes customer convenience.
9. Incorporating an element of surprise in marketing efforts.
10. Using metrics to evaluate the effectiveness of strategies.
11. Demonstrating engagement with customers through regular follow-ups.
12. Building mutual dependencies with other businesses.
13. Mastering the tools of guerrilla marketing, particularly in technology.

14. Using marketing to gain prospects' approval, then expanding that approval to secure sales.
15. Focusing on selling the substance of a product rather than just its presentation.
16. Once there is a comprehensive marketing program in place, work needs to be done on enhancing it instead of it becoming complacent (Levinson, 2007).

Guerrilla marketing can be a cost-effective choice, particularly for startups, local businesses, or companies with fewer corporate constraints. This approach utilizes informal methods to share marketing messages, allowing professionals to be creative and often making guerrilla campaigns more enjoyable to implement. However, these strategies tend to be less organized, which can lead to a higher likelihood of failure and lower overall success. Additionally, marketing professionals may struggle to gather metrics to assess the effectiveness of the campaign (Levinson, 1984).

## **Traditional Marketing**

The term “marketing” dates back to the 19th century, but it wasn't until the 1950s that it began to take its current form. For a long time, marketing depended entirely on print media, such as newspapers, magazines, flyers, and other written advertisements. The emergence of radio and television brought a significant change, enabling marketing to reach these new platforms and fueling the advertising boom of the 1950s. Traditional marketing includes all the strategies that were used before the rise of digital marketing. It refers to any approach that employs offline media to engage audiences. Typical examples are newspaper and print ads, billboards, direct mail, and television and radio commercials (Keller, Kotler, 2016). Traditional marketing plays a crucial role in reaching audiences who are not constantly on their computers or smartphones. It can effectively target a broader demographic by placing advertisements in public spaces that many people frequent. Billboards and bus ads can enhance brand awareness and draw in potential customers. If your aim is to engage a local audience, traditional marketing methods such as television and radio commercials, print materials, or newspaper ads can help you connect

with the community and increase your visibility among local residents (Armstrong, Kotler, 2020).

There are eight types of traditional marketing methods. They include:

#### 1. Handouts

A handout is a document (that is printed), such as a brochure or a flyer, used to promote a business, event, or sale. These flyers can be designed to be displayed in public spaces frequented by community members, informing them about promotional activities at a specific location. Brochures can offer detailed information about a company or describe the features of a product, which can be distributed at events or during client visits. Potential customers may be inclined to keep handouts for future reference when they want to learn more about that business or product.

#### 2. Billboards

Billboards are commonly located along highways or major roads and showcase advertisements and company graphics. They usually combine images with concise text to deliver a quick yet memorable message to drivers. Creative billboard ads can enhance brand recognition and recall. Because billboards reach diverse audiences from multiple locations, they can be particularly effective for those aiming to achieve local or national brand visibility.

#### 3. Direct mail

Direct mail marketing involves sending printed materials, such as letters or postcards, to the addresses of potential customers within a targeted area. These materials can be mailed directly to individuals who have shown interest in a company or its products. Alternatively, they can be sent to community members living near the business. This strategy raises awareness of the company and helps customers recognize how conveniently close they are to it. Many organizations, including nonprofits and fundraising groups, utilize direct mail as an emotional marketing tool. They may send letters to introduce their mission and the causes they support, fostering a personal connection between the recipient and the organization.

#### 4. Print ads

Print advertisements enable companies to connect with a larger pool of potential customers through platforms like newspapers and magazines. If a business aims to increase community awareness, placing ads in local

newspapers can inform people about the brand, its location, and its offerings. It's important to identify the magazines or reading materials that the target audience typically engages with. This way, a company can strategically place its advertisements in these publications to generate more sales leads.

#### 5. Event marketing

Event marketing provides the opportunity to create promotional materials for display at industry events such as seminars, conventions, or conferences. Developing booths and larger items like signs or banners can draw in attendees and educate them about the company and its offerings.

#### 6. Broadcasting

Another effective way to achieve local or national recognition is by producing commercials for radio and television. Engaging ads can provide customers with valuable information about a brand and its products. When listeners or viewers hear or see these advertisements, it may spark their curiosity, prompting them to research the company or reach out for more information.

#### 7. Cold calling

Also known as telemarketing, this marketing approach involves companies selling their products or services over the phone. Both business-to-business (B2B) and business-to-consumer (B2C) companies can use cold calling. By employing a cold-calling strategy, companies can engage with potential customers to explain their products and how they can address specific challenges faced by the customer or their business. This method fosters a personal connection and helps establish trust between the company and prospective clients.

#### 8. Product placement

Product placement is a type of advertising where a company prominently features its product or brand within a television show, movie, or other media. The aim is to establish a subtle link between the product and the entertainment content, increasing the likelihood that viewers will choose to purchase the product. Some marketers also refer to product placement as embedded marketing, brand integration, or branded entertainment (Armstrong, Kotler, 2020).

## The differences between traditional and guerrilla marketing

Traditional marketing and guerrilla marketing represent two distinct approaches to consumer engagement, each characterized by unique strategies and goals. Traditional marketing employs structured, scalable methods using mass media such as television, radio, print, and digital platforms to deliver consistent messaging to broad audiences, emphasizing predictability and control through demographic and psychographic segmentation (Hutter & Hoffmann, 2011). This approach serves as a foundation for long-term brand positioning and consumer loyalty, relying on measurable indicators like market share and brand recall (Jankovska, 2018). In contrast, guerrilla marketing prioritizes creativity and emotional resonance, using unconventional tactics like street art, flash mobs, and viral campaigns to generate buzz and word-of-mouth promotion, often appealing to startups and small enterprises with limited budgets (Saucet & Cova, 2015). Guerrilla strategies focus on spontaneity and memorable experiences rather than immediate conversions, leveraging public spaces and organic sharing for amplification (Gillert, 2021). Although guerrilla marketing's success metrics are harder to quantify, its ability to foster emotional connections has attracted even large corporations seeking to complement traditional campaigns with innovative, attention-grabbing initiatives (Kavoura et al., 2019). Hybrid approaches blending traditional and guerrilla tactics have emerged as particularly effective in today's fragmented media landscape, as seen in campaigns that create viral potential through unconventional elements while reinforcing messages via consistent multi-channel outreach (Jankovska, 2018; Saucet & Cova, 2015).

## Sustainable marketing

Sustainable marketing is an approach that seeks to balance economic objectives with ecological responsibilities by redesigning products and systems to be more environmentally friendly. This concept has gone by various names, including green marketing, environmental marketing, and ecological marketing, which has sometimes led to confusion and misinterpretation of its true purpose. The term “sustainable marketing,” however, has become widely accepted as it reflects a consistent approach aligned



with sustainable development principles, which emphasize meeting present needs without compromising the ability of future generations to meet theirs. At its core, sustainable marketing is defined as the strategic process of planning, implementing, and controlling the development, pricing, promotion, and distribution of products with three specific goals in mind. First, sustainable marketing aims to meet customer needs by providing products that deliver value, quality, and utility. Second, it seeks to achieve the business's goals, which could range from increasing sales and market share to enhancing brand reputation and customer loyalty. Third, and most distinctively, sustainable marketing requires that the entire marketing process be in harmony with ecosystems. This means ensuring that production, distribution, and consumption are carried out in ways that minimize environmental impact, reduce waste, and support the health of the planet's ecosystems (Kotler, Lee, 2008).

Rather than representing a radical shift from traditional marketing, sustainable marketing builds on the existing principles of contemporary marketing, such as customer satisfaction and organizational goal achievement. However, it differentiates itself by embedding environmental stewardship into every stage of the marketing process. For instance, a business practicing sustainable marketing would not only aim to create a product that appeals to consumers but would also consider how that product can be manufactured, packaged, and delivered in an environmentally responsible manner. This might involve using renewable resources, choosing sustainable packaging, or investing in efficient, eco-friendly logistics systems. By doing so, the business can reduce ecological costs — the hidden environmental toll associated with production and distribution — while still achieving its primary goals. In summary, sustainable marketing provides a framework for businesses to actively manage their marketing efforts in a way that fulfills customer needs, meets organizational objectives, and prioritizes ecosystem health. This alignment of business and environmental goals helps to foster long-term societal well-being, building consumer trust and loyalty while contributing to a more sustainable future (Fuller, 1999).

Sustainable marketing takes a comprehensive approach, encouraging companies to integrate sustainability deeply into their core values and guiding principles. To authentically embrace sustainable marketing, a company should reflect this commitment in its mission and vision, making it

clear that environmental and social responsibility are fundamental to its operations. This approach requires forward-thinking strategies that not only drive profitability but also generate positive impacts for society. To achieve these goals, companies can develop sustainable marketing strategies through four key avenues. First, they can promote “re-consumption,” which involves encouraging customers to reuse or recycle products, reducing waste and extending the lifecycle of goods. Second, they can work on “redirecting customer needs and wants,” aiming to align consumer desires with sustainable options by educating them on environmentally responsible choices or highlighting benefits of green products. Third, businesses can focus on “reorienting the marketing mix,” where traditional elements like product, price, place, and promotion are adjusted to prioritize sustainability. This might include designing eco-friendly products, setting prices that reflect environmental costs, or selecting distribution methods that lower carbon emissions. Finally, companies should consider “reorganizing organizational efforts,” ensuring that sustainability is woven into every department and process, from supply chain management to corporate communications. By structuring internal efforts around sustainability, corporations can create a cohesive and genuine commitment to sustainable marketing that resonates with customers, employees, and stakeholders alike (Kotler, Lee, 2008).

### *Reconsumption*

Companies need to be fully aware of how their products are manufactured and the environmental consequences associated with their production. It is not enough for them to consider only the impact on consumers; they must also evaluate and address the product’s entire ecological footprint. Products should aim to be “eco-balanced,” meaning they minimize risks and reduce environmental impact throughout their entire lifecycle. An essential aspect of this is “re-consumption,” or the capacity for products to be used and reused—either in whole or in part—across multiple cycles or generations. This idea is promoted by a new, progressive marketing approach that aspires to make companies leaders in sustainability within an economic system. Looking forward, businesses will increasingly need to aim for “zero pollution” and “zero waste,” rethinking product development to prioritize ecological considerations and adapt to evolving environmental expectations.

### *Redirection*

Resource consumption is exceeding the rate of extraction, leading to resource exploitation. To address this, individuals should adopt habits that prioritize reduced resource use. However, until this shift becomes widespread, marketers have a role in guiding consumer behavior towards more eco-friendly products. To encourage consumers to turn their awareness of environmental issues into purchasing choices, marketers can utilize communication and promotional strategies that appeal to this underlying interest, fostering a preference for sustainable options.

### *Reorientation*

Reorienting the marketing mix involves marketers considering strategies like repackaging, relabeling, reformulating, and repositioning products to enhance their environmental compatibility. This means that not only should the product itself be eco-friendly, but its packaging should also be biodegradable. Many companies have already begun using biodegradable packaging, and others are quickly moving to adopt it as well. This reorientation also includes adding environmental information on product labels, eliminating harmful ingredients, and enhancing energy efficiency to make products more sustainable than typical market options.

### *Reorganization*

To become a sustainably developed company, organizations must undergo reorganization, restructuring, and redesign of various processes and systems. Implementing effective incentive programs can motivate employees to contribute toward these sustainability goals. Changes might include creating environmentally friendly product alternatives and establishing a management approach that thoroughly considers each business aspect while fostering a culture of continuous learning.

### *Government Intervention for Sustainable Development*

While it is essential to raise consumer awareness about environmental issues, comprehensive environmental protection requires active government involvement. In this context, government mechanisms that can drive

positive environmental change need to be identified and leveraged. Although sudden governmental interventions may disrupt current business practices, the government must lead in advancing sustainable marketing efforts globally.

### *Reforms*

Reforms in cultural, social, and political spheres are essential for achieving sustainable development. This requires aligning production and consumption patterns across nations. Both production and consumption practices need to be reformed and should evolve in tandem.

### *Promotion*

The government's role in sustainable development goes beyond merely imposing fees or taxes; it includes fostering the development of innovative, cleaner technologies to expedite the production of sustainable goods. For instance, just as the government supports export promotion through information, training, and other assistance services, it should also implement similar programs to encourage sustainable business practices among firms.

### *Participation*

Through active involvement in procurement, research and scientific development, and international agreements, the government can support industries and the public in achieving sustainable development. Funds dedicated to research in this area can create a snowball effect, enhancing both the quantity and quality of research within academic institutions. This approach enables the government to fulfill its commitments to sustainable development and sustainable marketing (Bhatnagar et. al., 2020).

## **Research**

### *Is guerrilla marketing more sustainable than traditional marketing?*

Guerrilla marketing has the potential to be significantly more sustainable than traditional marketing due to its emphasis on resource efficiency and

creativity over material consumption. Unlike traditional marketing, which often involves high-budget campaigns requiring extensive use of printed materials, billboards, or large-scale media production, guerrilla marketing minimizes physical resource use while achieving substantial impact. For instance, campaigns like the Deadpool Valentine's Day Tinder Campaign effectively utilized existing digital platforms to create a powerful marketing impact with minimal environmental footprint. Additionally, guerrilla marketing campaigns are often localized and targeted, reducing the carbon emissions associated with broad distribution channels typical of traditional marketing. By focusing on specific audiences within defined geographic areas, guerrilla marketing can lower transportation emissions and avoid unnecessary material waste. This focus on immersive, in-person experiences and digital amplification through social media further enhances its sustainability by reaching broad audiences without additional material costs, significantly reducing the ecological impact of mass-marketing techniques. Campaigns that encourage word-of-mouth promotion extend their reach organically, eliminating the need for ongoing resource expenditure. However, the sustainability of guerrilla marketing is heavily dependent on execution, as campaigns involving temporary physical installations or props can generate waste if not planned with recyclable or biodegradable materials. For guerrilla marketing to reach its full sustainability potential, businesses must integrate eco-friendly practices at every stage of campaign design and implementation. By combining innovative strategies, localized targeting, and resource-conscious practices, guerrilla marketing offers a compelling and sustainable alternative to traditional marketing methods.

### *Is guerrilla marketing the future of sustainable marketing?*

Guerrilla marketing demonstrates significant potential to shape the future of sustainable marketing by aligning creativity with environmentally conscious practices. Its resource-efficient nature, combined with its ability to create high engagement, positions it as a strong contender for leading sustainable marketing strategies. One of guerrilla marketing's core advantages is its capacity to create memorable, immersive experiences that resonate with audiences. Unlike traditional advertisements that may blend into the background, guerrilla marketing's focus on uniqueness and surprise captures attention while avoiding the need for repeated, resource-intensive

campaigns. For instance, campaigns designed to be shared virally on social media platforms can reach millions with minimal additional environmental impact. Additionally, guerrilla marketing naturally aligns with sustainable marketing principles by often including an educational element. Campaigns that highlight environmental issues, promote green behaviors, or use recycled materials actively engage audiences in sustainability discussions. This educational focus encourages long-term behavioral changes, fostering a culture of environmental awareness. Despite its promise, guerrilla marketing faces challenges in becoming the definitive future of sustainable marketing. Its small-scale, localized nature can limit its reach on a global scale, making it essential for businesses to integrate guerrilla tactics into larger, coordinated strategies. Furthermore, the reliance on surprise and novelty can pose difficulties in maintaining long-term audience engagement. As such, businesses must strategically combine guerrilla marketing with ongoing efforts to reinforce brand commitment to sustainability. Guerrilla marketing's future as a sustainable approach depends on how effectively companies embrace its principles while addressing its limitations. By integrating guerrilla marketing into comprehensive, long-term strategies, businesses can amplify its impact, ensuring it becomes a cornerstone of sustainable marketing practices.

## Conclusion

In conclusion, guerrilla marketing presents itself as a strong contender for the future of sustainable marketing due to its emphasis on creativity, resource efficiency, and community engagement, all of which align closely with rising environmental and social priorities. By reducing material consumption and focusing on localized efforts, guerrilla marketing stands in sharp contrast to traditional marketing, which often depends on resource-heavy campaigns involving large-scale production, extensive media use, and wide distribution networks that impose significant environmental and financial burdens. Through the strategic use of digital platforms and amplification via social media and word-of-mouth, guerrilla marketing can achieve substantial impact with minimal ecological footprints. Its innovative and immersive engagement strategies not only lower environmental impact but also strengthen consumer connections, fostering loyalty and reducing reliance on repetitive, resource-intensive campaigns.

However, challenges such as scalability remain, as the need for constant novelty and creativity can be demanding, particularly for larger organizations or sustained initiatives. Moreover, the sustainability of guerrilla marketing hinges on careful execution, including the use of eco-friendly materials to minimize waste in temporary installations or props. Blending guerrilla marketing's resource-efficient creativity with the scalability and reliability of traditional marketing through hybrid models offers a promising solution. Such an approach could enhance sustainability, improve cost efficiency, and stimulate innovation within traditional marketing frameworks. By combining guerrilla marketing's inventive, low-resource techniques with traditional marketing's capacity for broader reach, businesses could establish a new benchmark for marketing strategies that align with vital sustainability goals. Guerrilla marketing's adaptability, affordability, and alignment with sustainable practices make it a transformative and leading option for the future of sustainable marketing.

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## GERILSKI MARKETING U PRIZMI ODRŽIVOSTI

### Sažetak

Ovaj rad istražuje povezanost gerilskog marketinga i održivosti, fokusirajući se na to kako nekonvencionalne marketinške strategije mogu potaknuti ekološki i društveno odgovorno poslovanje. Gerilski marketing definira se kroz kreativne, niskobudžetne taktike koje omogućuju brendovima da na upečatljiv način angažiraju potrošače, bez velikih troškova resursa. Ovakav pristup ne samo da dovodi u pitanje tradicionalne marketinške paradigme, već je i usklađen s rastućim potrošačkim zahtjevima za održivim poslovanjem. Rad pruža sveobuhvatan pregled gerilskog marketinga, tradicionalnog marketinga i održivog marketinga, ističući njihove ključne karakteristike i razlike. Tradicionalni marketing često se oslanja na uhodane, visokobudžetne strategije, dok gerilski marketing uspijeva zahvaljujući inovativnosti i snalažljivošći. S druge strane, održivi marketing naglašava dugoročnu ekološku ravnotežu i društvenu odgovornost, integrirajući te vrijednosti u sve aspekte poslovanja. Kako poduzeća sve više daju prednost održivosti, budućnost gerilskog marketinga izgleda obećavajuće. Korištenjem svoje inherentne kreativnosti, gerilski marketing može stvoriti nezaboravna potrošačka iskustva koja odjekuju među ekološki osviještenim publikama. Ovaj rad nastoji odgovoriti na ključna pitanja o potencijalu razvoja gerilskog marketinga u održivom okviru, istražujući kako brendovi mogu primijeniti njegove principe za postizanje pozitivnih društvenih i ekoloških učinaka. Zaključno, rezultati istraživanja pokazuju da gerilski marketing, kada se provodi promišljeno, ne samo da može povećati angažman potrošača, već može značajno doprinijeti širim ciljevima održivosti i odgovornog poslovanja.

**Ključne riječi:** budućnost, gerilski marketing, održivi marketing, razlika