



# GUERRILLA MARKETING BRAND ACTIVATIONS



# BOLD MOVES BIGGER RESULTS!

Guerilla marketing is an advertising strategy where surprise and/or unconventional methods are used to promote a product. And we are experts in surprising the target audience, either in the design of the campaign or by using unconventional methods/media! We continuously plan and execute many different forms of Guerilla Marketing, ranging from chalk paintings on sidewalks, building

oversized installations, decorating statues and fountains, to ice sculptures and projections in lakes. All of this is aimed at doing something different and unexpected that captures the target audience's attention, curiosity, smiles, and engagement. We are happy to develop concepts and ideas on how your brand and messages can come to life - free of charge!





# WHERE CREATIVITY MEETS THE STREETS!

When we receive a brief requesting creative ideas for upcoming campaigns, we brainstorm based on the client's wishes, brand, and product, but we also take inspiration from guerilla marketing and brand activation executed abroad. The images below are examples of campaigns executed internationally, which we can adapt and execute in Denmark as well.

We have executed countless guerilla marketing campaigns over the past 15 years and have built significant experience in what works and can do in the Danish cities. As a rule, we develop all campaigns without prior permission from Municipalities, etc. We always engage in a dialogue regarding possible risks and preparations for these. Should any inquiries arise, we are also happy to handle this dialogue. We rarely experience anything but positive responses from consumers. We always ensure photos and videos of the activities and people's reactions, which can create additional reach on social and digital platforms.





# RISE ABOVE.. REACH NEW HEIGHTS!

We are always willing to venture into uncharted territory and try new media and activities to create the best campaigns for our clients. For a branding campaign for BT in Copenhagen, Odense, Aarhus, and Aalborg, we proposed maximum visibility through the production of a hot air balloon combined with the

setup of balloons, bike basket covers, sampling, and coffee sampling locally in the cities. The campaign generated significant visibility and joy in the cities, where many lucky customers won a ride in the BT hot air balloon. - Once the balloon is produced, it can create visibility and joy for many years to come.





# BUILD TO STAND OUT!

If you desire a partnership or sponsorship for a given event, we are happy to assist with negotiation, concept, and execution of sponsorships and partnerships that are tailored to your product/brand and target audience. In the case to the right, for example, we handled a partners-

hip between Amazon Prime Video's series "The Boys" and Tinderbox, where we conducted an event featuring the installation of a giant fountain and the distribution of superhero capes at the Tinderbox festival in 2022.





# PERSONALIZED EXCELLENCE...

Events in the city can create significant visibility, brand positioning, and provide consumers with a positive brand experience. We can both execute events with productions and staff according to specific wishes, or we can offer our suggestions on how an event can be put together based on a brief.

In the case below, E. Sæther in Denmark wanted to execute an event they had carried out in France in connection with Father's Day. We built the same elements and executed the event in Denmark as in France with great success.





# IF YOU THINK BIG YOU GET BIG..

By designing installations, we can create significant attention and engagement in the city. People passing by the installations often stop, look, and take pictures. We can build many types of installations, oversized products, and

pop-up stores, etc. We recommend setting up and taking down the installation daily to minimize the risk of complaints. The installations are set up without prior permissions and on public grounds, unless otherwise agreed.



**”CREATIVITY IS INGRAINED  
IN OUR CORE VALUES, AND  
WE SPECIALIZE IN  
INNOVATIVE CAMPAIGNS  
THAT DRIVE MEANINGFUL  
IMPACT”**





Utilize the city as a media platform to significantly enhance engagement and exposure through the use of the city's bicycles. Our bicycle-based media strategy not only ensures prominent visibility within the urban landscape but also facilitates direct engagement with the target demographic. Use bicycle postcards as a direct communication channel to reach the target audience, effectively delivering tactical messages accompanied by discount codes or vouchers. By incorporating saddle covers, you not only enhance visibility when the bike is stationary but also please the recipient with a

functional bike accessory. Our findings indicate that, on average, recipients use with the saddle cover for a duration of 8 weeks. These medias proves to be highly effective for both tactical campaigns and brand messaging initiatives. Implement bicycle basket covers to maximize visibility on bikes, utilizing the basket to transform the target audience into brand ambassadors as they navigate the city with the message prominently displayed. Our bicycle covers are manufactured using Rpet recycled material, underscoring our commitment to sustainability.

# BIKE UP YOUR CAMPAIGN!





# TURNING HEADS ON WHEELS...

Events and samplings within the city can significantly enhance brand visibility, positioning, and offer consumers a positive brand experience. Our team has effectively executed numerous samplings utilizing a branded cargo bike, enabling the distribution of products. By strategically

mapping out a designated route for branding and sampling activities, our cargo bike provides access to various locations within the city and in proximity to major events. With our promotional bike, we have the capacity to distribute up to 10,000 samples daily.





# KEEP ON MOVING...

Scooter Billboards integrates a scooter with a double-sided billboard attachment for maximum impact. This innovative approach enables your message to circulate throughout the city, amplifying visibility. The scooter create significant attention and offers many opportunities for creative design and creative customization. For optimal reach and

impact, we recommend deploying a minimum of 2 scooters simultaneously to captivate a larger audience in urban areas. Scooter billboards excel in promoting product launches, grand openings, and seasonal campaigns, especially during the bustling summer months when the public frequents outdoor spaces.





# SURPRISES AROUND EVERY CORNER!



To attract unconventional attention in the city at non-traditional locations, we can produce elements that we install according to Guerilla principles. For example, we can produce oversized figures, ground stickers, elements on

statues, etc. We install everything without prior permission on public roads and squares. We document the setup, but we cannot guarantee the lifespan of the campaign.



# YOU'RE THE ONE THAT I WANT...

If you have a specific and geographically targeted audience, we ensure effective communication directly to the target group with messages on mailboxes. Our experience shows that distributing flyers, promotional leaflets, etc. is both very expensive, monotonous, and traditional. To communicate differently to the target audience, we have successfully conducted

several campaigns with attachments on mailboxes. We recommend having a time-limited offer, discount code, voucher, or important information for the recipient to ensure the target group receives it well. Stickers or tags on mailboxes are both creative, different, and often more cost-effective than traditional media in mailboxes.





# EXPECT THE UNEXPECTED!



After many years of experience, we have become experts in planning, executing and handling many different kinds of Guerrilla campaigns. We can both create ideas adapted and tailored to the customer's situation, or carry out specific campaigns. We have, among other things, had great success with campaigns for HIPER, which in areas where fiber is dug, has exclusively used

Guerrilla activities and thereby achieved their sales goals. Just as we, with several different Film customers, have achieved buzz and publicity around the different titles, with different Guerilla elements. We prepare our creative presentation adapted to the customer at no charge, when the activities are carried out through us.



# IN EVERY WORK OF ART...

We use large gables in visible locations or busy streets, for large works of art, which create a big impact and attention to the message. With our network of experienced artists, we have created some exemplary painting

campaigns that have gained a lot of attention - both in the city and on social media. The media allows many creative designs - only the imagination sets the limits.





# SHINE BRIGHT...

By projecting onto buildings, the campaign attracts a lot of attention and stands out in the city scape. With a large 40,000 lumen projector in the van, we drive out and open the door and project up large buildings - precisely in the areas where the advertiser wants to display its content. We need

a large and bright uniform surface to project onto. We project full motion films and can also add speakers for sound. Our experiences tells that people stop and interested watches, films and generally is a lot interested in seeing what is shown. It is carried out in the evening and works best in the winter







# A WATER-FUL PROJECTION!

Similar to projecting onto a building, we can project onto water by using a "water curtain." We set up a raft in the lake from which a pump shoots up a curtain of water for us to project onto. This allows us to show full-motion films on the water and add speakers to enhance the experience with sound.

To the right, you can see a case study of Viaplay's premiere of "Riget Exodus," where we created significant visibility for the premiere in the lake by Queen Louise's Bridge. We experienced great attention from passersby who queued on the bridge to watch and film the campaign.





# ICE ICE BABY...

With ice sculptures, we can generate attention and engagement, either in the streets or at a selected location. We can deliver a finished ice sculpture or create it as a live event. The ice sculptures can be shaped as desired and can include products, effects, gift cards, and/or lights. We have extensive experience with

ice sculptures for audience engagement, built around competitions with gift cards that emerge as the ice gradually melts. Often, the audience starts chipping at the ice to access the gift cards, creating great content for social platforms and campaigns.



**”WHY BLEND IN  
WHEN YOU CAN  
STAND OUT?”**



# OUT OF SIGHT OUT OF MIND!

We conduct a wide range of sampling activities, both distributing the client's product to ensure trial within the target audience and offering attractive giveaways and please the audience. Sampling is an excellent way to build a bridge between brand and customer, surprise the target audience, engage them in conversation, and position the brand in their minds. We always ensure that the sampling setup is executed

professionally and in the brand's spirit, using branded elements that attract attention and convey messages. Our skilled and experienced sampling crew, wear branded clothing, and we provide professional photos and videos from the activity for the client's internal and external use. We are happy to offer ideas on how to position the brand with the target audience and how to best conduct a sampling activity.





# TO GIVE OR NOT TO GIVE...

Sampling campaigns are highly effective in strengthening a brand, allowing the target audience to experience a given product and engaging them. We have extensive experience with various sampling tasks and can tailor a unique concept around the sampling to best convey the brand and its identity. We have built

our own network of experienced and outgoing sampling crew and always recommend producing branded clothing for sampling activities. Often, physical elements such as carts, bikes, counters, or baskets/bags branded with the brand's identity provide excellent visibility for sampling.





# THIS IS HOW WE BREW IT..

With sampling events featuring a coffee cart, we ensure both dialogue and branding with the target audience. The coffee cart is compact enough to be placed in most locations while its branding is clearly visible in the landscape. In addition to pleasing recipients with a free cup of good coffee, the situation invites a dialogue. We often add a

campaign staff member in branded clothing with flyers to talk to the audience while they wait for their coffee. This creates a unique situation where they can discuss the advertiser's message/campaign. We provide the branded coffee cart, experienced staff, branded clothing, flyers, and photos and videos from the event.

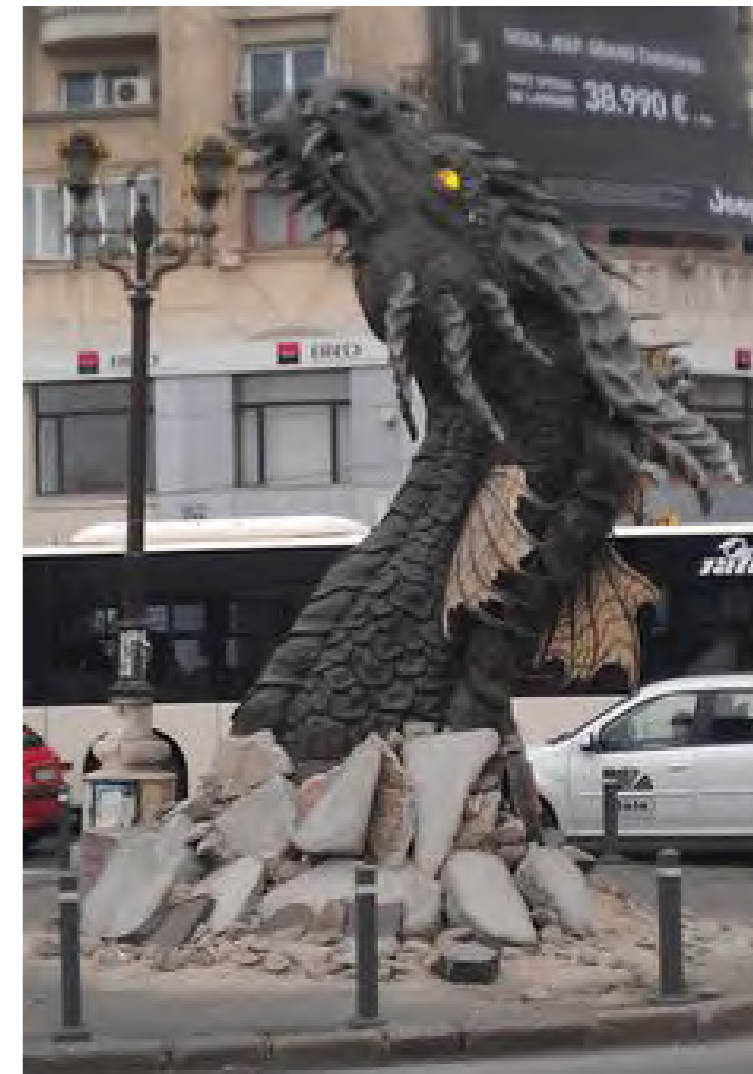




# GO BIG OR GO HOME...

When we receive a brief requesting creative ideas for upcoming campaigns, we brainstorm based on the client's wishes, brand, and product, and also draw inspiration from guerrilla marketing and brand activation conducted abroad. The images to the right are examples of campaigns executed abroad that we can adapt and implement in Denmark. We have executed numerous guerrilla marketing campaigns over the past 15 years and have extensive experience with what works in Denmark and where the limits are. We develop all campaigns without prior

permission from municipalities, etc. We always discuss potential risks and preparations before executing campaigns. Should any issues arise, we are also happy to help handling them. We rarely encounter anything other than positive responses from consumers and valuable campaigns that offer something different from traditional outdoor advertising. We always ensure photos and videos of the activities and people's reactions, which can create additional reach on social and digital platforms.





We prepare creative proposals and develop concepts and ideas free of charge. If our ideas are executed without us, we reserve the right to invoice for our preliminary work. The campaign is conducted according to the Guerrilla principle, i.e., without prior permission on public grounds, unless otherwise agreed. Citrusmedia does not take responsibility for any complaints but can assist with conflict management.