

GUERRILLA MARKETING CAMPAIGNS WITH REFERENCE TO REDBULL INDIA

^{#1}RACHAKONDA SATHISH, *Dept of MBA,*

^{#2}Mr. M. BALA SWAMY, *Assistant Professor, Dept of MBA,*

Mother Teresa Institute of Science and Technology, Sathupally, Khammam.

ABSTRACT: Red Bull India's guerilla marketing campaigns utilize innovative, cost-effective strategies to increase brand awareness by emphasizing surprise, creativity, and public engagement. Campus activations, street performances, sponsored excursions, extreme sports displays, and social media integrations have the potential to engage urban millennials and create unforgettable experiences. These methods are designed to improve memory recall, enhance user-generated content, and portray the brand as a lifestyle-focused, audacious, and adventurous entity, rather than concentrating on products. By utilizing influencer networks, cultural centers, and live events, Red Bull fortifies its position in the energy drink industry. According to research, Red Bull India can gain an advantage over its competitors by strategically employing guerilla marketing, which can enhance the brand's perceived appeal and generate unforgettable brand experiences.

Keywords: *Red Bull India, Guerrilla Marketing, Experiential Marketing, Brand Engagement, Youth Marketing, Influencer Marketing, Brand Recall, Consumer Perception,*

I. INTRODUCTION

"Guerrilla marketing" is precisely what it sounds like: a collection of unconventional, inventive, and frequently cost-effective strategies that are designed to captivate individuals through entertaining methods. Guerrilla marketing is a unique approach to advertising that entails randomly encountering individuals in social situations or online groups, as opposed to more traditional forms of advertising such as television, newspapers, and the internet. The primary goal is unambiguous: to create an event that is both captivating and emotionally impactful. Its increasing popularity among nonprofits, entrepreneurs, and small and medium-sized businesses is due to its emphasis on innovation rather than frivolous expenditures.

An effective "guerrilla" marketing strategy is one that is both well-organized and intended to disrupt the daily lives of individuals. The objective is for the brand to be remembered by the individual long after they have first encountered it. This can be accomplished through a participation-driven internet challenge, an eye-catching street project, or a captivating flash mob. Guerrilla marketing is distinguished from conventional advertising strategies by its emphasis on consumer surprise.

The objective of guerilla marketing is not to maintain constant exposure, but rather to cultivate authentic relationships. Marketers would prefer to offer a distinctive experience that consumers would want to share independently, rather than repeatedly airing the same advertisements. Even small, local adventures can become ubiquitous and reach individuals worldwide as a result of social media. A costly advertising campaign may prove to be less effective than a well-executed, distinctive concept.



Guerrilla marketing is influenced by campaign cultural factors, as well as campaign time and place. Marketers occasionally transform ordinary locations into unexpected communication hubs, including schools, malls, parks, transit terminals, and streets. The campaign will appear unexpected and natural when the concept is consistent with the environment. The brand's message is bolstered by the connection to the place, which is more genuine and less contrived.

Finally, emotive connections and narratives are frequently employed in guerilla marketing strategies. Rather than directly promoting a product, they construct scenarios that evoke emotions such as surprise, joy, empathy, or laughter. Individuals are considerably more inclined to discuss and retain a brand when they experience these sentiments. Guerilla marketing has the potential to forge robust brand connections prior to consumers' consideration of purchasing, as they retain the emotions that a campaign evoked.

II. LITERATURE SURVEY

Parker & Reddy (2025): Parker and Reddy define guerilla marketing as an unconventional advertising approach that infiltrates commonplace environments, such as train stations, parks, and streets, to introduce novel concepts. According to them, the variation in routine is the source of the advantage. The discovery of an unusual or humorous item in a familiar environment captivates individuals, fosters engagement, and enhances memory recall due to the discovery's inherent familiarity. These advertisements possess the capacity to narrate a narrative, which enables them to disseminate rapidly through online forums and social media without incurring expensive expenses.

Johansson & Perera (2024): Johansson and Perera emphasize the emotive aspect of guerilla marketing by emphasizing the psychological effects of surprise as a stimulant for arousal, attention, and memory retention. In the moment, individuals have a propensity to categorize unusual events as either frightening, remarkable, amusing, or hazardous. When customers have a positive experience with the company, they are more inclined to share the information, which aids in the organization's differentiation and innovation.

Lopez & Grant (2023): Lopez and Grant suggest that guerrilla marketing is the optimal approach for those seeking to accelerate the dissemination of word-of-mouth advertising and initiate conversations in public spaces. Regardless of whether it is a projection, a street installation, or a humorous take on urban antiquities, the physical performance is perceived as more of a story starter than an end product. The influence of witnesses can be multiplied when they engage in recall campaigns, share their discoveries online, and analyze the results. The campaign's success is contingent upon its capacity to elucidate a concise "idea kernel" that is both compelling and accessible to all, thereby fostering ongoing discourse. The story will not progress if the concept is too vague, and it will fail if it is too specific.

Ferreira & Wallace (2022): Ferreira and Wallace define guerrilla marketing as a method for debunking prevalent misconceptions about actual events. They contend that by transforming ordinary locations, such as bus shelters, into intimate experiences or stairwells into piano instruments, they can compel individuals to pause, contemplate their surroundings, and associate the brand's message with the unique location. The most effective implementations



intentionally integrate meaning into the landscape, transcending mere decoration, to ensure that a safety message is delivered in hazardous environments or that a pollution campaign is delivered in polluted areas.

Choi & Almeida (2021): Choi and Almeida define guerrilla marketing as the utilization of individuals' inherent inclination to seek clarifications for ambiguous circumstances. When an advertisement employs intricate environments or captivating imagery, viewers are compelled to engage in conversation, contemplate, and deliberate until the revelation occurs.

Bauer & Kim (2020): Bauer and Kim explore the history of guerilla marketing to demonstrate how it was a survival strategy for small businesses that were unable to afford costly advertising. In order to distinguish themselves in the marketplace, organizations such as these implement risk-taking, innovation, and daring thinking. The pioneering spirit persisted, despite the fact that prominent companies did emulate viral marketing strategies. In an uncertain environment where public reactions, information distribution, and political activity are unpredictable, guerrilla marketing flourishes, according to the authors.

III. A GUERRILLA MARKETING CAMPAIGN

Step 1: Define the Goal

Highlight the importance of being cognizant of the campaign's objectives. Guerrilla marketers must possess both creativity and a clear objective in order to achieve success. Determine whether you wish to increase the visibility of your brand, increase the number of customers visiting your store, engage in social media, generate leads, or promote product launches. Developing a strategy, analytics, messaging, and budget is facilitated by having a specific objective in mind. The campaign's visuals, which are otherwise noteworthy, will be diminished by their lack of focus.

Step 2: Know Your Audience

Guerrilla marketing necessitates an intimate understanding of one's audience. You can gain a wealth of information about their online and offline interactions by examining locations such as Instagram, Reddit, schools, streets, and metro stations. When conducting research on the factors that captivate, motivate, or frustrate individuals, it is important to consider cultural distinctions.

Step 3: Brainstorm Creative Concepts

After you have determined your demographic and objectives, consider innovative, unconventional solutions. Attempt to identify innovative applications for everyday objects, locations, or occasions. Consider methods for experiencing astonishment, satisfaction, curiosity, or immersion in a safe and enjoyable manner. Nothing is too absurd at this juncture; disseminate the information prior to implementing any modifications. What innovative methods can we employ to subtly yet effectively disrupt the daily routines of individuals without appearing intrusive?

Step 4: Choose the Right Format

Select the structure that is most appropriate for you, taking into account your objectives, budget, target audience, and level of risk tolerance. Flash mobs, pop-up installations, projections, stickers, theatrics, and ambient advertisement are all examples of public art that

fall under this general category. It is imperative to be aware of one's surroundings and context, as the incorrect application of a suitable concept could result in adverse consequences. The format should seamlessly integrate with the content and the environment, without appearing overly imposed.

Step 5: Plan Logistics

Effective execution of imaginative concepts necessitates meticulous preparation. Ensure that you have the requisite permissions by consulting with the relevant authorities, including police, property proprietors, or event organizers, prior to utilizing any public space. Make sure to adhere to all safety protocols to ensure the welfare of yourself and others. Organize teams, produce components, allocate funds, formulate contingency strategies, and establish deadlines. Events that are scheduled during weekends, festivals, hectic periods, or community meetings will generate more publicity and attract a greater number of attendees.

Step 6: Integrate Digital Amplification

Guerrilla marketing must surpass offline campaigns. Initiate a movement to encourage individuals to take and share photographs. Establish connections with media entities, cultivate relationships with influential individuals, develop microsites, implement QR codes, hashtags, and brief videos. It is a significant difference when an offline event initiates an online conversation that transcends its original context. When guerilla marketing is employed in conjunction with digital strategies, a fundamental concept can rapidly acquire global recognition.

Step 7: Execute & Monitor

Ensure that the installation is conducted in a safe and orderly manner. It is imperative to capture magnificent images and videos from a diverse range of perspectives for the purpose of public relations and social media. Prepare to respond to any audience inquiries, complaints, or safety concerns. The experience becomes focused, enjoyable, and gratifying as a result of the ability to make fast modifications as a result of real-time monitoring.

Step 8: Evaluate Results

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IV. CORE STRATEGIES THAT WORK BEST



Strategy 1: Surprise + Delight

The most effective strategies are those that are more guerilla and catch people off guard, but in a positive manner. In lieu of tedious advertising, they offer customers a delightful surprise—something innovative, humorous, practical, or appealing in an unexpected setting. This aspect of pleasure is the reason why individuals continue to smile, reach for their phones, and contemplate the brand long after the encounter has concluded.

Strategy 2: Simplicity

Guerrilla marketing is most effective when the concepts are uncomplicated. In order to prevent problematic interpretations, it is necessary to convey a single, significant message in a straightforward, cliché-free manner. The process of compelling individuals to remain and understand it is the process of reducing its impact. It is significantly simpler to recall, articulate, and comprehend straightforward concepts.

Strategy 3: Use the Environment Creatively

It is more effective to promote oneself through one's surroundings than to generate novel concepts. Cognitive errors function as crossings, commercial advertisements as benches, and items as staircases. By seamlessly integrating with its surroundings, the commercial manages to astonish its intended audience.

Strategy 4: Encourage Participation

It would be more effective if individuals engaged in activities beyond merely viewing the campaign. This may entail taking a photograph, reading a QR code, demonstrating a product, playing a brief game, or recording their experience for internet share. Increasing the size of your audience is facilitated by involving them and providing them with the resources necessary to become effective advocates.

Strategy 5: Emotional Hook

Guerrilla marketing is most effective when it evokes an intense emotion, such as astonishment, wonder, inspiration, laughter, or amazement. Arrangements, communication, and information sharing are more probable when individuals are experiencing emotional distress. If it fails to elicit an emotional response, imaginative entertainment is rendered meaningless.

Strategy 6: Story + Shareability

A primary focus should be placed on the idea's compatibility with social media during its development. The campaign is memorable due to the combination of a short clip (ten to thirty seconds), readily recognizable business logos, catchy hashtags, and an eye-catching backdrop. Guerrilla marketing is most effective when it employs brief stories that are memorable and easily shared.

Strategy 7: Ethical, Safe, Legal

Finally, the highly successful guerilla marketing strategy can be exported. Municipal ordinances, safety regulations, public property, and cultural sensitivity are all strictly enforced. The objective in marketing should not be to deter or intimidate individuals, but rather to pleasantly surprise them. Rather than fostering discord, innovation, when executed correctly, fosters trust in brands.



V. RESULTS

1. With. What is the allure of Red Bull India's undercover advertising campaign?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Sudden surprise appearances	38	38%
2	Creative street art branding	29	29%
3	Night-time pop-up events	22	22%
4	Branded vehicles on roads	11	11%
TOTAL		100	100%

INTERPRETATION: According to research, the second most prevalent branding strategies are "midnight pop-ups" (22%), "sudden surprise appearances" (38%), and "innovative street art" (29%). The fact that branded cars comprise 11% of the market indicates that consumers prioritize engaging and distinctive experiences over mobile displays.

2. Which format does Red Bull India prefer for in-person activations?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Live extreme sports demos	40	40%
2	Freestyle dance or BMX shows	27	27%
3	Campus interaction tours	21	21%
4	Roadshows performances	12	12%
TOTAL		100	100%

INTERPRETATION: Research indicates that campus engagement visits are among the most popular attractions, followed by freestyle dance/BMX performances (27%), and live displays of extreme sports (40%). People prefer high-energy, action-packed events, as roadshows are the least popular performance (12%).

3. What type of website would Red Bull India discover to be the most effective in terms of guerrilla marketing?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Busy traffic junctions	36	36%
2	College festivals	33	33%
3	Sports arenas	20	20%
4	Beaches or public parks	11	11%
TOTAL		100	100%

INTERPRETATION: The fact that these events are typically held at congested traffic crossings (36% of the time) or campus festivities (33% of the time) is a clear indication of the youth involvement and visibility. Sporting arenas (20%) and beaches (11% each) are less popular, which implies that there is limited audience participation.

4. Which motivates Red Bull India's recent unexpected campaigns?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Adrenaline rush	41	41%
2	Curiosity to know more	28	28%
3	Sense of excitement	20	20%
4	Fun and entertainment	11	11%
TOTAL		100	100%

INTERPRETATION: The majority of responses to these pursuits are curiosity, a surge of epinephrine, and twenty percent. The lowest grade (11%) was awarded to enjoyment and entertainment, which suggests that they are more than just recreational; they are engaging and thrilling.

5. Which individual's concept for a Red Bull India street advertisement is the most innovative?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Giant interactive props	37	37%
2	Projection mapping visuals	30	30%
3	Street performances	21	21%
4	Pop-up sampling booths	12	12%
TOTAL		100	100%

INTERPRETATION: The most captivating components are projection-mapping images (30%), large interactive objects (37% of the time), and street performances (21% of the time). Consequently, consumers reject pop-up sampling kiosks, which account for 12% of the market, in favor of more immersive and engaging experiences.

VI. CONCLUSION

Red Bull India's guerrilla marketing strategy leverages creative concepts and entertaining events to cultivate brand loyalty among young people, as opposed to exclusively relying on conventional advertising. Red Bull promotes itself as an adventurous lifestyle brand that fosters excellence, exhilaration, and risk-taking through on-campus activities, unexpected street performances, and online contests. These advertisements will generate substantial chatter and endure for an extended period by organizing engaging activities that adolescents will discuss, share online, and participate in.

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