

**Betting on Guerrilla Marketing: An Investigation
of the Impact of Outdoor Guerrilla Advertising
by Paddy Power on the Brand Engagement of
Irish Male Millennials**

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Abstract

This research was conducted to investigate the effect outdoor guerrilla advertising campaigns have on the brand engagement of Irish male millennials. The research will be focusing specifically on guerrilla marketing campaigns conducted by Irish betting company, Paddy Power.

There were three objectives to be addressed. The first objective was to investigate the effect of guerrilla marketing on brand engagement, while also identifying the factors that influence brand engagement amongst Irish male millennials. The second objective aimed to investigate whether guerrilla marketing influenced the participants purchase intention, while also identifying the factors that attributed to this. The third objective aimed to examine the role word-of-mouth marketing plays when it comes to raising awareness of guerrilla marketing campaigns.

This research took a qualitative approach by using semi-structured interviews in order to answer the research objectives. The sample was young Irish male millennials. A total of seven in-depth interviews took place. A series of questions were asked and participants were shown three separate guerrilla marketing campaigns conducted by Paddy Power.

The data collected was analysed using a thematic analysis approach. The findings show that brand engagement is encouraged by guerrilla marketing campaigns with humour, design and creativity being the influencing factors. The campaigns increased the participants purchase intention and all participants claimed they would partake in word-of-mouth advertising after being exposed to the campaigns.

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Dedication

I would like to dedicate this dissertation to my parents, Christy and Claire. Their constant support and encouragement has been priceless and I could not have got this far without them.

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Chapter 1: Introduction

Over the past decade there has been a significant change in the marketing environment in regards to advertising platforms as a result of the internet and advancing technology (Rogan, 2011). Traditionally, mass media such as TV and print ads proved a very effective way for marketers to influence and connect with consumers. However, nowadays the effectiveness of these above-the-line media vehicles on customers has deteriorated rapidly. Consumers are becoming savvier at avoiding being influenced by traditional advertising – they are simply starting to block them out (Dahlén, Granlund and Grenros, 2009). As a result of this change, marketers have had to come up with new innovative ways to connect and engage their audience.

An obvious way of overcoming the problem of consumers ignoring your advertising is to increase the amount of touch points they have with the product or service but this can prove very time consuming and costly. Therefore there has been a significant shift from the use of above-the-line media communications to below-the-line media communications. Below-the-line (BTL) media refers to a more targeted approach to marketing, it is mainly based on low-cost methods of communicating with an audience through unconventional methods that don't involve the use of mass media platforms such as television or radio.

Guerrilla marketing is an example of BTL media communication as it is unconventional in nature and is usually inexpensive to implement. Typically, guerrilla marketing's primary goals are not to increase sales but to increase brand awareness and encourage engagement through word-of-mouth marketing (Blakeman, 2014).

Guerrilla marketing is a marketing technique that has always been popular amongst small business owners as it is a low cost way of creating brand

awareness. However, over recent years there has been an onslaught of guerrilla marketing campaigns by global giants such as WWF, IKEA and McDonalds. According to Druing and Fahrenholz (2008) financially strong companies use guerrilla marketing as a complimentary tool to other advertising strategies. They use guerrilla marketing to present the brand in a multimodal way.

Unlike traditional advertising, guerrilla marketing is dependent on unpredictability and surprise when targeting the consumer. It should catch the consumer at a time where they are not expecting to be advertised to while also remaining ethical and credible. One way of doing this is through the use of ambient media. According to Baack, Wilson and Till (2008) if a marketing campaign is seen as creative it will have a positive effect on brand attitude and purchase intention. One of the main aims of the campaigns is that it should be so unexpected that customers will want to share their experience with their peers. This is known as word-of-mouth marketing.

One company who have made a name for themselves over the years through their unconventional means of marketing is Irish betting giant Paddy Power. The company have never been afraid to test boundaries creating controversial marketing campaigns that are often based on what is topical at that moment in time. It comes as no surprise then that one of the main tactics in Paddy Power's marketing arsenal is guerrilla marketing.

Despite there being vigorous research done in the area of guerrilla marketing there has been no research conducted focusing on how the use of guerrilla marketing can influence Irish millennials specifically. This research will take a qualitative approach in order to discover the impact of guerrilla marketing on Irish millennials focusing specifically on its influence of brand engagement. It will further investigate its impact on purchase

intention and the role of word of mouth marketing. This research will be conducted based on Irish male's reactions to previous guerrilla marketing campaigns created by Paddy Power.

Chapter 2: Literature Review

2.1 The Demise of Traditional Advertising

Traditional Advertising vs. Modern Advertising

Before the rise of social media, advertising was in its simplest form – TV advertisements, magazine advertisements and billboards were at their peak. However, over time these traditional methods of advertising started to become ineffective despite their high cost. There are a lot of figures and statistics being released daily that support the notion that mass media has lost its ability to influence and engage consumers. For example, in 1965 an advertising company could reach 80% of a mainstream target audience with just three advertisement spots on television. Fast-forward to 2002 and the same audience reach now requires 127 spots on television (Bianco, 2002). One of the main reasons for this is the fact that most traditional advertising creates only a one-sided communication. There is no means for a consumer to interact with a television ad, or create a conversation with a billboard. As a result of this one-sided communication process, the company cannot specify the reasons behind any behaviour their advertisement may cause (Chunwalla and Sethia, 2008). It therefore comes as no surprise that marketers have had to re-invent and re-envision the way they communicate with their audiences.

One way in which advertisers have re-invented the marketing landscape is through digital marketing. Last December, Bagchi, Murdoch and Scanlan (2015) released research which showed that digital advertising was the fastest-growing category in 2014. It received a 16.1% increase in spending which was closely followed by video game advertising which received a 14.3% increase. Digital advertising allows consumers to create a two-way conversation as it provides them with a platform on which to react to

advertisements and voice their own opinions of the brand. Online brand communities have become the norm and companies now have the ability to micro-target their audiences through tactics such as Facebook campaigns.

However, despite the success of digital marketing techniques it is still becoming increasingly difficult to continuously engage consumers with advertisements they have not voluntarily looked up.

Active Avoidance of Advertising by Consumers

As consumers we are becoming increasingly aware of being over-exposed to advertising, which is why it is becoming more difficult for marketers to communicate with us both traditionally and digitally. According to research conducted by Johnson (2014), consumers may be exposed to over 1,000 advertisements every day but an average of only 12 of these create impressions on the consumer.

One of the main reasons for the inability of advertisements to engage consumers is the number of avoidance tactics now available to consumers, such as the ability to fast-forward through ad breaks. TV has given way to the rise of other means of watching programmes such as Android boxes and Netflix.

Unfortunately for marketers, online applications are also being designed to actively stop advertisements from interrupting consumers while they search the web, for example, google chrome offers its users a free ad blocker application that removes all advertisements from the browser including sponsored YouTube advertisements. Over the past 18 months ad-blocking has grown globally by over 40% after it was revealed that over 33% of internet users find online ads intolerable (HubSpot, 2016).

What's left for Marketers to do?

Although these figures are not encouraging, traditional advertising can still be effective for a company when used appropriately. Brands with a history of using unconventional marketing campaigns may devise a guerrilla marketing campaign as it coincides with the brand's personality. Guerrilla marketing is a tactic that may use mediums of traditional advertising, such as billboards, in an unconventional, unpredictable manner. According to Levinson (1984) "Traditional marketing identifies the heavy weapons of marketing: radio, TV, newspapers, magazines, direct mail, and the Internet. Guerrilla marketing identifies two hundred weapons of marketing, and many of them are free." Guerrilla marketing may be the answer to falling consumer engagement rates, as the element of surprise encourages consumers to share their experience via word-of-mouth or on social media via word-of-mouth.

2.2 Guerrilla Marketing

The phrase 'Guerrilla' originally stems from the military, it is a Spanish word that explains a "small war" whose aim is to weaken the opponents in certain spots (Nufer, 2013). In relation to marketing the term "Guerrilla Marketing" was first coined by researcher J.C. Levinson in 1984. Levinson (1984) described it as a body of unconventional ways of pursuing conventional goals. According to Levinson (1984) it was a proven way of increasing profitability with minimum spending for smaller businesses. In their book *Marketing Warfare*, Ries and Trout (1986) also introduced the term guerrilla marketing, stating that marketing activities are a battle to conquer the consumer's mind. However, some of these views on guerrilla marketing can be seen as outdated, as in recent years guerrilla marketing has become increasingly attractive to marketers of bigger companies. It has been described as unconventional marketing tactics used to gain maximum

exposure, attention and results from minimal use of resources (Ashwin, 2006). Over the years new and updated ideas of the concept have emerged. For example, Baltes and Leibling (2008) described guerrilla marketing as 'promotional strategies that use unconventional locations with an intensive word-of-mouth campaign to push and spread products into the market'. They claim that guerrilla marketing is untraditional and unpredictable as it involves 'unconventional and spectacular activities, something that is going to be eye-catching and surprising when used, thus, being very efficient in terms of gaining the customers attention' (Baltes and Leibling, 2008). Similarly, Hospes (2012) describes the guerrilla marketing concept as a 'thoughtful strategic advertising attack at an unpredictable moment' which must be original and create a wow effect amongst audiences.

However, Gallagher (2004) makes the point that "what matters in guerrilla marketing is, rather than what the firm does to be successful; it is what it does to differentiate itself from its rivals and its success in reaching broader potential customers". Regina and Galer-Unti (2009) claim that the basic tactics of guerrilla marketing are innovation and creativity – it is about not adhering to the status quo.

In their research article "Guerrilla marketing for information services?" Baltes and Leibling (2008) coined seven basic principles of guerrilla marketing. Firstly, an organisation implementing a guerrilla marketing strategy must concentrate the company's resources such as time and place. This is in order to achieve superiority over other competitors. A project should not become too fragmented or disjointed. In other words, the appropriate amount of communication channels must be selected and the main goal of the project should always be in the back of the marketers mind.

Secondly, the company must sell the idea as well as the product. This is vital, as guerrilla marketing hopes to create a relationship and engage with the consumer rather than just informing them of a new or existing product.

Thirdly, the company must identify re-occurring patterns and attempt to overcome them as a guerrilla marketing project cannot be predictable or boring.

The fourth principle suggested by Baltes and Leibling (2008) is that a company should search for synergies in order to have a stronger influence on the audience. In this case, synergies refer to other companies that may help implement the guerrilla marketing campaign.

The fifth principle suggests that the company must try to outsmart or overcome any pre-existing perceptions by the target group.

The sixth principle refers to the company finding an unexpected path to relate to their audience: they must not go the direct way, instead using alternatives and unconventional mediums of communications.

Finally, the seventh basic principle of guerrilla marketing suggested by Baltes and Leibling (2008) is that a company or organisation must be flexible and open to change rather than getting stuck in the same idea. The company must be able to adjust to a changing target audience, product, time or environment.

According to Hutter and Hoffmann (2011), three key features that differentiate guerrilla marketing from traditional marketing are: surprise, diffusion and low cost effect. Guerrilla marketing is often implemented outdoors in unconventional locations through billboards, bus stop ads and more. This type of physical outdoor advertising has come to be known as ambient advertising. One thing that these definitions and principles have in

common is that guerrilla marketing must be unconventional and thus unpredictable.

2.3 Ambient Advertising

Luxton and Drummond (2000) define ambient advertising as "the placement of advertisements in unusual and unexpected places, often with unconventional methods and, above all, for the first time." The goal is usually surprise the target audience using physical props. The key terms of ambient marketing is newness, creativity and timing (Luxton et al., 2000). Luxton and Drummon (2000) claim that one of the main advantages of ambient advertising is that it sees the entire world as an advertising stage. One of the fundamental premises of Ambient is that the world is an advertising stage. With ambient advertising, "everything is a potential advertising medium—sides of cows, rockets, golf-hole cups etc." (Luxton and Drummon, 2000). Ambient media proves very effective in grabbing people's initial attention as Waddill and McDaniel (1998) concluded that unusual stimuli are processed more deeply by consumers than common stimuli, as unusual stimuli extract a wider range of background knowledge – it makes the consumer think and engage more. This type of media starts and allows for customer engagement with the brand.

2.4 Brand Engagement

Engagement with a brand occurs when an advertisement has made an impression on its audience. The idea of brand engagement is centred on the activities which consumers take part in, in order to show their loyalty towards a particular brand (Keller, 2013). This active brand engagement is defined by Keller (2013) as the extent to which consumers are "willing to invest their own personal resources – time, energy, money – on the brand, beyond those resources expended during purchase or consumption of the brand." This

would suggest that brand engagement occurs before the initial encounter with the brand and continues thereafter. Similarly, Hollebeek (2011) describes brand engagement as “the level of an individual customer’s motivational, brand-related and context-dependent state of mind, characterised by specific levels of cognitive, emotional and behavioural activity in direct brand interactions”. Overall, brand engagement describes how a customer may create an emotional or a rational attachment with a brand.

So the question remains, why is brand engagement so important to companies? Brand engagement is an important part of Keller’s (2001) Customer-Based Brand Equity model. This model proposes specific steps that can be taken in order to create strong relationships between brands and their consumers. In his model, Keller (2001) suggests that active engagement is a customer’s willingness to talk about the brand and learn more about it. It comes under the brand resonance step of the model and can be seen as the best way to encourage consumer loyalty (Goldsmith, 2011). Similarly, Franzak, Makarem and Jae (2014) suggest that brand engagement has great potential for increasing brand equity when managed appropriately.

How can companies encourage brand engagement? In her qualitative study, Hollebeek (2011) identified immersion, passion and activation as three main themes of brand engagement. In this context, immersion is defined as a customer’s “level of brand-related concentration in particular brand interactions”. It is when a customer is having brand-related thoughts after their interaction with the brand (Hollebeek, 2011). In this context, passion is defined as “the degree of a customer’s positive brand-related affect in particular brand interactions”. Passion for a brand occurred as a

result of pride and enthusiasm (Hollebeek, 2011). Finally, activation refers to a customer's "level of energy, effort and/or time spent on a brand". This research found that as a result of these three themes a person would be highly engaged with a brand and would end up sharing their experiences on social networking sites.

Another important factor when achieving brand engagement is design. (Luchs and Swan, 2011) According to Gambetti (2012) design can lead to higher consumer-brand engagement as it fulfils customer needs such as aesthetic pleasure. This is a particularly important point as guerrilla marketing is often about creating new ambient designs in order to satisfy an audience.

Emotion also plays an important role when encouraging brand engagement. Bowden (2009) found that emotional involvement was a necessity when it came to building strong customer-brand relationships. Similarly, Bergvist and Bech-Larsen uncovered that active engagement with a brand is strongly linked to brand love. The brand love model proposed by Batra, Ahuvia and Bagozzi (2012) indicates that brand engagement and greater resistance to competitive products were direct consequences of brand love.

From our analysis of the above critics and their research it can be seen that brand engagement is of vital importance to any company wishing to build a strong lasting relationship with their consumers. Brand engagement is the key to building consumer loyalty and brand equity. It may be achieved by using tactics such as emotions, designs and immersing consumers in an advertisement.

2.5 Humour

When it comes to brand engagement many companies choose different tactics in order to attract their audience, one such tactic is humour. In advertising literature there has been major debate about the effectiveness of humour and whether it has a positive or negative impact on brand perceptions (Weinberger and Gulas, 2002). For the most part, it can be said that humour can be effective at engaging an audience when used in the right contexts (Duncan, 1979). Stansfield (1969) also argues that humour can be most effective when it is relevant to the audience it is targeting as opposed to extraneous humour.

Belch (2012) claimed that humorous ads are often the most memorable. Similarly Alden, Hoyer and Chol (1993) listed enhanced effect towards a brand as one of the potential benefits of using humour in advertising.

Eisend (2010) used a meta-analytic test to measure the effectiveness of humour in advertising. It showed that humour often put its audience in a good mood and proved to be more persuasive than other methods of advertising such as nostalgia. The advertisements including humour were the ones that were most easily recalled and created positive associations with the brand. Similarly, Cline and James (2007) identified humour as one of the best ways to attract and hold on to the attention of consumers.

Pelsmacker and Guens (1999) claim that perceived humour is most effective when it comes to positive advertising outcomes. In other words, an advertisement must be perceived as funny to have an impact on its audience. If an ad is perceived as funny, positive reactions will increase.

2.6 Word-of-Mouth Marketing

Word of mouth is one of the most pivotal effects of guerrilla marketing. WoM refers to when a consumer becomes aware of a product or service that a company has marketed and tells between five and ten people about it. One of the main characteristics of guerrilla marketing is that it surprises people. According to Mardsen and Kirby (2006) when people have experienced a positive and/or fun surprise, they enjoy telling their peers about it.

2.7 Word-of-Mouse Marketing

Similar to how people exchange information via word-of-mouth, information can also be exchanged via the Internet, this exchange has become known as word-of-mouse (Martin and Lomax, 2001). Word-of-mouse marketing refers to when a consumer shares their experience of a brand online for their peers to see. This may occur on social media sites such as Facebook or Twitter while also being present in both personal and commercial blogs. There is no doubt that word-of-mouse is an ever-growing phenomenon that must be encouraged by brands to the best of their ability in order to achieve maximum results. Word of mouse differs from word of mouth as it does not travel from one person to another. It can travel from one person to numerous different people at the same time through the click of a mouse.

2.8 Brand Attitude

Brand attitude relates to how a consumer thinks and feels about a particular brand. The reactions to, and opinions of, an advertising campaign may transfer into becoming an opinion of the entire brand. A campaign perceived as cheap may therefore create the opinion that the entire brand is cheap (Praxmarer and Gierl, 2009). Brand attitude is one of the key antecedents in consumer behaviour, meaning that it plays a large role in how consumers will behave towards the brand, either by purchasing the brand or avoiding it

(Park et al., 2010). Advertising plays an important role in the development of brand attitudes, as in order for a brand to be successful in the long term, it needs equity in terms of a favourable brand attitude that extends beyond the product (Chaudhuri and Holbrook 2001).

2.9 Purchase Intention

Purchase intention is an important factor to consider in a marketing environment as it provides companies with an insight into what a consumer wants, and allows organisations to produce the appropriate amount of content or products required, based on one's purchase intention. There are major factors that can influence a consumer's purchase intention. A buyer's attitude and evaluation of external components construct buyer's purchase intention. (Fishbein et. al, 1975)

Furthermore, Levy and Gendel-Guterman (2012) express that positive emotions evoked by a brand's advertising can increase a consumer's willingness to purchase or engage with the product or service. When attempting to influence a consumer's purchase intention, perceived value can play an important role (Thaler, 1985).

Similarly, according to Chi, Yeh and Huang (2009) if an advertisement is popular, demonstrates expertise and is attractive, then it is more likely to increase purchase intention. La Roche (1996) claimed that purchase intention is significantly higher when a product has high familiarity – when it is recognisable and resonates with the consumer.

2.10 Brand Essence

Brand essence refers to the heart of a brand – what it stands for. This does not refer to a slogan or tagline, instead it is how the consumer perceives the brand. The essence of a brand or company should seek to relate to the

consumer's emotions. According to Kolowich (2015), there are two main questions companies must ask themselves when discovering their brand essence: what emotions does an encounter with your brand elicit from customers? If your brand were a person, how would you describe its personality? Aaker (1997) defines a brand's personality as "set of human characteristics associated with a brand". A brand's personality shapes its essence. The personality of a brand is similar to a human personality as it can be described using characteristics such as age and gender as well as other human emotions such as warmth and concern. (Aaker, 1997)

2.11 Millennials

Although there is no exact dates that condense the Millennials (or Generation Y), most researchers assume that they are people whose birth dates are between the 1980s right up until present day. These are an important generation, as they are the first generation of young people to grow up, and have a childhood, in a world that is dominated by mass media and technology. As these are people who have grown up with marketing and advertising they are less convinced by it and are often sceptical of its influence on their decisions.

This makes them a difficult generation to target and keep as loyal customers. Having grown up in this media-saturated world, unlike their parents, they respond to advertising differently and prefer to encounter advertising in different places than the generation before them. Studies have shown that millennials are in fact deeply involved in high-involvement and low-involvement family purchases, which makes them a very important consumer segment in the eyes of marketers. (Syrett et al, 2004)

2.12 Previous Research on Guerrilla Marketing in Relation to Consumer Behaviour

Dahlén (2009) is one of the few marketing scientists who researched the area of guerrilla marketing. In his article 'The Consumer-Perceived Value of Non-Traditional Media: Effects of Brand Reputation, Appropriateness and Expense' he suggests that using non-traditional methods of communications, such as guerrilla marketing, could enhance an ad's credibility while also having positive effects on brand attitude. The main finding from this study of 398 college students on the effects of non-traditional media is that high-reputation brands that used guerrilla marketing were seen as creating value for the customer, rather than looking cheap. This information proves vital for marketers as it provides high-reputation brands with important insights into consumer perceptions on the use of guerrilla marketing. It also provides smaller companies with a lower reputation to re-think their guerrilla marketing strategy before implementing it as Dahlén (2009) discovered that the use of guerrilla marketing by smaller companies may damage the brands reputation under different circumstances. Another similar research that focused specifically on guerrilla marketing was conducted by Ahmad Nawaz and his colleagues in 2014. Their research aimed to prove that guerrilla marketing had a significant effect on consumer buying behaviour. They distributed 230 questionnaires out of which they received 200 appropriate answers back. The basis of the research was causal with guerrilla marketing and buying behaviour acting as variable. After analysing their data, Nawaz and his colleagues (2014) were able to conclude that guerrilla marketing had a significant role to play in influencing and encouraging consumer buying behaviour. They were able to come to the conclusion that if a company were

to use guerrilla marketing as a way of encouraging a consumer's purchase intention, then the chances of success would be pretty high.

2.13 Conclusion

Guerrilla marketing has become increasingly popular as it provides companies with platforms to reach a mass audience at little or no cost. There has been much research into the effectiveness of guerrilla marketing for driving sales and therefore profits. However, not as much research has been implemented considering its effect on consumer behaviour. There is not a great amount of research conducted about the influence guerrilla marketing has on consumer behaviour when focusing specifically on the brand engagement of Irish male millennials.

The research question of this dissertation therefore, arises to investigate whether Irish male millennials coincide with the majority of the literature that suggests that guerrilla marketing has a positive effect on the consumer. However, this research also aims to go beyond this and identify whether it encourages brand engagement.

Chapter 3: Research Methodology

3.1 Introduction

The following methodology chapter will provide a description of the methods used to obtain this research. It will include an overview of the research philosophy, the research instrument and the reasoning behind this decision, an overview of the sample being investigated, the data analysis method used and any ethical considerations. Limitations of the research will be incorporated throughout the chapter.

The area that this dissertation aims to investigate is the impact of guerrilla marketing on brand attitude and purchase intention. There has been significantly little research around this topic focusing on Irish millennials in particular. Therefore, the research question is as follows:

An investigation of the impact of outdoor guerrilla advertising by Paddy Power on the brand engagement of Irish male millennials.

The main objectives of the research include:

1. Investigating through qualitative research the influence of guerrilla marketing campaigns on an Irish millennial's brand engagement with Paddy Power, focusing specifically on Irish males
2. Investigating through qualitative research whether these campaigns influence these Irish millennial's purchase intention
3. Investigating the role of Word-of-Mouth marketing when it comes to raising awareness about an outdoor guerrilla marketing campaign

In order to have a clear understanding of which research method is most appropriate for this project Saunder's (2009) *Research Onion*, outlined in the below diagram, will be applied to the following section.

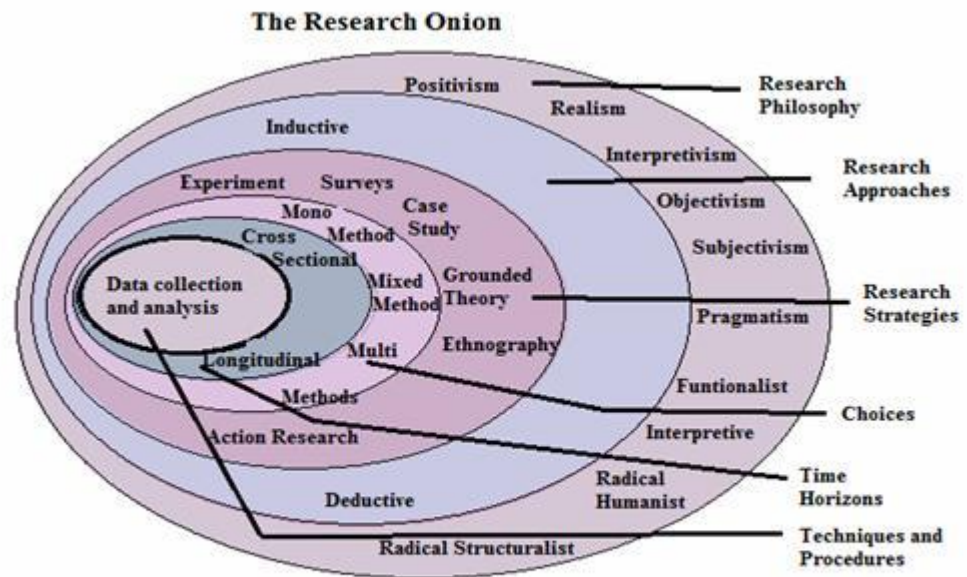


Figure 3.1

Source: Saunders *et al.*, (2009)

Saunders's (2009) *Research Onion* is divided up into six main sections. These are: philosophy, approach, strategy, choice, time horizon and data collection and analysis. These headings will enable the researcher to choose an appropriate research method for the question being investigated.

3.2 Research Philosophy

According to Saunders, every research process begins with a philosophy. This is the most outer layer of the onion. In regards to research philosophy, there are three main directions in which a person can choose – positivism, interpretivism and realism.

Positivism is concerned with the natural sciences. A research project that is positivist in nature will collect data, observe reality and search for regularities in order to create law-like generalisation similar to laws created by scientists (Gill and Johnson, 2010) Whilst taking a positivist approach the research will most likely use existing theory to develop a hypotheses however this is not the case for every project as Saunders (2009) points out that all natural sciences have developed from engaging with the world – data was collected and observations were made before a hypotheses was tried and tested. However, Remenyi (1998) also tells us that with this type of research philosophy the researcher is simply an observer, they have no influence on what is being researched nor are they influenced by it. People with a positivist research philosophy would be more likely to choose a quantitative approach.

Realism is another research philosophy which is related to scientific enquiry. The essence of realism is that there does exist a reality but there is also factors that influence people's perceptions of this reality, whether they are aware of it or not. (Saunders et al., 2009) Similar to positivism, realism assumes a scientific approach when it comes to the generation of knowledge.

Interpretivism is a research philosophy where the researcher assumes that a reality can only be accessed through social constructions such as language, investigation of consciousness and shared meanings (Myers, 2008). The interpretivist approach involves the researcher identifying differences but also patters amongst people. The interpretivist approach takes a natural approach to data collection through interviews, conversations and observations (Collins, 2010). The main goal when it comes to interpretivism is to understand the meanings behind certain human

behaviours (Neuman, 2000). During interpretivist research it is important for the researcher to try and decipher motives, reasons and meanings which are time and context bound (Hudson and Ozanne, 1988). In other words, it offers researchers insights into why people behave the way they do in specific situations. This philosophy involves observation and investigation in order to understand the reality (Remneyi, 1998).

This research project will take on an interpretivist approach as it aims to investigate the impact that guerrilla marketing has on the brand engagement of young Irish males. The research will be an investigation into the reasons behind people's decisions and their motivations for engaging with the Paddy Power brand.

3.3 The Research Approach

However, according to Saunder's (2009) *research Onion*, there are two other approaches known as the deductive approach or the inductive approach. Deduction is an approach which involves "going from generals to particulars: deriving conclusions based on premises through the use of a system of logic" (Sheperd and Sutcliffe, 2011). However, an inductive approach follows the reverse logic of an inductive one. An inductive approach to research involves collection data and then developing insights based on the analysis of this data (Saunder et al., 2009).

The approach chose for this research design is an inductive one as the main objectives of the research involve gaining insights into why people make the decisions they do and what it is that influences these decisions. It aims to find meanings behind the participant's actions.

3.4 Research Strategy

This step of Saunder's (2009) Research Onion involves choosing an appropriate strategy on which to use to conduct the research. According to Saunders and Tosey (2012), the researcher is able to use more than one research strategy throughout the process. These strategies identified by Saunders and Tosey (2012) are: experiment, survey, case study, action research, grounded theory, archival research and ethnography. In their text Saunders and Tosey (2012) emphasised that no one strategy is better than the other and all should be considered and analysed based on the nature of the research taking place. For the purpose of this research, the researcher has chosen a case study strategy.

3.5 Case Study

According to Bryman (2012) case study design is an in-depth study of a person in a real life context. Bryman (2012) states that data collection may include interviews with the participants.

Yin (2009) classifies case study research into three categories: exploratory, explanatory and descriptive. This research will be a descriptive study as it aims to analyse and describe a particular phenomenon – guerrilla marketing. Pare (2001) highlights that studies that want to investigate human behaviours often use the descriptive case study.

A case study is appropriate for this research as it is an investigating one company's marketing campaigns and their effect on human behaviour in the form of brand engagement.

3.6 Research Choice

The two most commonly used research methods are quantitative and qualitative (Ghauri et al., 1995). There have been many arguments for and against both of these types of research so much so that Bryman (1998) makes a case for a 'best of both worlds' mixed-methodology where the two should be combined. However, Hughes (1997) makes the point that this type of method may "underestimate the politics of legitimacy" associated with these approaches. For example, quantitative is seen as a more objective approach than qualitative and so if the two were to be combined they may contradict one another.

Quantitative research can be described as a method of research that is conducted with the aim of 'explaining phenomena by collecting numerical data that are analysed using mathematically based methods (in particular statistics)' (Creswell, 1994). The main benefits of quantitative research are that it can provide estimates of large populations or samples, it allows for numerical or statistical comparison between various studies, it can measure trends and can be standardized (Kervin, 1992). The main options available to researchers who want to take a quantitative approach are surveys, questionnaires and/or polls.

According to Kumar (1996), there are six main reasons why a researcher may choose quantitative methods over qualitative. Quantitative methods should be undertaken if the researcher desires a quantitative answer, if numerical change can only be studied using quantitative methods, for conducting audience segmentation, to quantify opinions, attitudes and behaviours, to explain some phenomena and finally, quantitative methods can be used for the testing of hypotheses.

However, there are several criticisms of this type of research. Data collection and analysis may be time consuming. With the use of surveys or questionnaires there is no scope for participants to explain the reasons for their answers in depth in order to gain a better understanding. In other words quantitative research aims to answer who what where when and how many. Whereas in comparison, qualitative research is interested in the how and why.

Qualitative research is a method that does not rely on numbers or statistics extracted from surveys. Qualitative methods put emphasis on understanding, observation and interpretation in natural settings (Ghauri et al., 1995). Qualitative research aims to discover explanations of social phenomena while aiding our understanding of the world we live in – finding out why things happen the way they do (Hancock, Ockleford and Windridge, 2009). The main qualitative techniques used by researchers are interviews and focus groups.

One of the main advantages of qualitative research is that it allows the researcher to observe the candidate being assessed in relation to their body language, sound and personality. (Deacon et al., 1999) Using a qualitative method allows the researcher to take in the whole picture in a way that is not possible through quantitative research (Ghauri et al., 1995). There is a greater chance for success using a qualitative approach as it explores deeper into the attitudes, opinions and general behaviours of the consumer.

However, qualitative methods are not without their criticisms. There are some major flaws in relation to the reliability and validity of qualitative research. As well as this, samples who are not always representative of an entire population so results often cannot be generalised. It can also be difficult to distinguish if the findings are accurate and not swayed by the

opinion of the researcher (Hughes, 1997). Another problem that may become an issue is the interpretation or misunderstanding of phrases or words. This can be avoided if all interviews are recorded and sent back to the interviewees in order to review and confirm their answers.

When it comes to investigating the engagement of consumers with brands many researchers have opted to take a qualitative approach. The reasons for why people choose to engage with a specific brand can be very complicated and not just one-dimensional answers. This is why a qualitative approach is necessary in order to delve into the real opinions of participants in the hope that some light will be shed on why they choose to engage with certain brands over others.

In 1998, Susan Fournier used qualitative methods to establish that consumers do have a relationship with brands. By interviewing just three women, Fournier (1998) was able to uncover the depth behind their choices to engage with different brands offering her accurate, honest insight into why people engage and develop relationships with some brands over others.

In his study on outdoor advertising Dr Naveen Donthu (1993) took a qualitative approach when discovering that people who paid the most attention to the outdoor advertisements displayed a positive attitude towards the brand in question and were able re-call the ads with ease. After the interview process, Donthu (1993) was able to conclude that if a consumer's attention is caught and maintained a positive brand attitude can be established.

Similarly, Hollebeek (2011) also used qualitative means when she used in-depth interviews to discover that there are three main components required when it comes to achieving brand engagement.

3.7 Data Collection Methods

The overall design of this research project will take a qualitative approach in order to test the impact of offline guerrilla marketing on brand engagement amongst Irish male millennials. As it has been pointed out that brand engagement has many different factors that influence it (Hollebeek, 2011) it becomes clear that by using a qualitative approach there is a better chance of uncovering not only if guerrilla marketing campaigns will have an impact on engagement levels but also why this is the case.

Using a qualitative approach is appropriate as it closely relates to the interpretivist research philosophy chosen. There is a strong relationship between interpretivism and qualitative methods as “one is a methodological approach” and the other is a means of collecting data (Thanh, 2015). Interpretivists often choose qualitative approaches as they often give rich reports that make it easier for interpretivists to fully investigate and understand contexts (Willis, 2007). Similarly, Thomas (2003) claims that interpretivism and qualitative methods are usually combined because the interpretive paradigm “portrays a world in which reality is socially constructed, complex and ever changing.”

Upon choosing a qualitative approach there are many different tools to be considered by the researcher. Two of the most popular approaches when it comes to this subject area are focus groups and interviews as they both provide in-depth insights into consumer opinions.

3.7.1 Focus Groups

Focus groups have been described as in-depth interviews that employ relatively homogenous groups to provide information around a specified topic (Hughes and DuMont, 1993). However, others have defined them as a

group discussions that are carefully planned and designed to obtain perceptions of a specified environment (Kreuger, 1998)

Focus groups consists of typically eight to ten members with a moderator leading the discussion. They typically last between fort-five minutes to an hour with longer ones ranging to two hours. Members are often chosen based on their knowledge of the area being researched. The sessions are aimed at obtaining information such as impressions, interpretations and opinions of participants as the members discuss the topic being investigated. The moderator's main role is to attempt to lead the conversation towards the main objectives in order to draw out the sought information. It is important that the moderator never becomes an integral part of the discussion but instead acts as a guide to other members of the group (Sekaran and Bougie, 2010). A focus group is concerned with the research question as content rather than a process (Horn, 2009)

Focus group have great advantages such as being very inexpensive to the researcher. They can provide dependable data within a shorter time-frame than is required by quantitative methods. As well as this, focus groups allow people to change their opinion as the discussion goes on. A focus group allows the researcher to study the impact of participants on the opinions of others. Unlike quantitative surveys, focus groups have the potential to unmask a legitimate reason as to why people act the way they do rather than just stating what it is they do (Sekaran et al., 2010). Focus groups tap can tap into a participant's passion for the topic being discussed which may be useful when studying brand engagement as we know from Hollebeek (2011) that passion is one of the key themes of customer-brand engagement.

However, focus groups are not without their pitfalls. During his analysis of focus groups as a qualitative research method Smithson (2000) identified

two main problem areas with the process. Firstly, there is a tendency for certain types of socially acceptable opinion to emerge making the conversation harder to analyse as it becomes unclear who is voicing their own opinion and who is just conforming to the norm. One other problem that may arise when conducting a focus group is if someone is more dominant than everyone else. These dominant voices tend to sway the conversation in their favour and may influence the opinion and answers of other less dominant participants (Smithson, 2000).

3.7.2 Interviews

Interviews are another qualitative method of collecting data. An interview is a managed verbal exchange between an interviewer and a participant (Lewis and Ritchie, 2003). Polit and Beck (2006) define an interview as: 'A method of data collection in which one person (an interviewer) asks questions of another person (a respondent): interviews are conducted either face-to-face or by telephone.' Interviews can be placed on a continuum of structure, from "unstructured" to highly "structured" (Russell, 2000). They may be conducted face-to-face, online or by telephone (Sekaran et al., 2010). Interviews are predominantly about listening as the main task of an interview is to understand the meaning of what the participant is saying (Kvale, 1996). Interviews are useful when the researcher is interested in listening to the story behind the interviewee's experiences. (McNamara, 1999) It often taps into the individuals emotional responses. This is a key point when it comes to brand engagement as Bowden (2009) discovered that emotion can lead to greater engagement with a brand.

Interviews can be classified along many different dimensions but for the sake of clarity there will only be two major types of interviews considered for

this research paper. These two dimensions are structured and unstructured interviews.

3.7.3 Structured Interviews

Structured interviews are those conducted when it is known from the start what information is needed to be collected (Sekaran et al., 2010) They are known to be used in cases where the research is well defined or theoretically driven (Horn, 2009). For example, if a researcher was investigating the credibility of a theory or model using qualitative means then a structured interview would be the best option going forward. In a structured interview the researcher has a predetermined list of questions that he or she must get covered. (Sekaran et al., 2010)

There are many advantages associated with choosing to conduct structured interviews. Structured interviews are less time-consuming as the researcher is searching for one particular answer rather than allowing the participant to talk freely which may delay the process (Horn, 2009). Structured interview often produce consistent responses which can then be analysed and compared across a number of participants (Cohen and Crabtree, 2008)

Structured interview have certain limitations that make them unappealing to researchers who want to gain honest, in-depth insights into what makes people do what they do. For example, the quality of information gathered from a structured interview are highly dependent on the questions asked. As well as this, the interviewer is unable to change, add or subtract any questions during the interview process. There is not a lot of scope for change when necessary (Cohen et al., 2008)

3.7.4 Unstructured Interview

An unstructured interview is more like a conversation (Horn, 2009). According to Minichiello (1990) unstructured interviews are interviews where neither the questions nor the answers are predetermined. Punch (1998) pointed out that these types of interviews are a key way of understanding the behaviour of the participant without imposing prior assumptions which would limit the field of inquiry. The basic characteristics of an unstructured interview are that the interviewer comes begins the process with no predefined theory and no hypotheses. Instead the interview plays out as more of a conversation, with questions being generated based on the response of the interviewee (Zhang and Wildemiuth, 2009).

Unstructured interviews are advantageous as they prove to be very flexible in nature. They questions asked are very open-ended allowing the participant to talk more about what they want to talk about rather than adhering to strict topics of conversation. They also have greater validity as they interviewer is able to ask the participant to repeat, explain themselves or elaborate if necessary (McLeod, 2014)

However, unstructured interviews are not without their pitfalls. Firstly, they can prove to be very time-consuming. Secondly, they are often the most difficult to analyse as there may be no consistency between them. As there is a lack of pre-determined questions participants can often become confused about what it is they are supposed to be talking about (Gill, 2008) Due to these restrictions, this method does not seem appropriate to the researcher as there are clear objectives that need to be addressed in relation to brand engagement, the factors effecting it and whether it can influence purchase intention.

3.8 Research Instrument

After gaining insights into different qualitative methods available the research design chosen was a semi-structured interview.

In a semi-structured interview the researcher has a list of objectives and issues they wish to cover. (Bryman and Bell, 2007) Semi-structured interviews prove more flexible for the interviewee. The main features of a semi-structured interview are that it is scheduled in advance, the location of the interview is usually outside working hours, questions are pre-determined with others emerging from the flow of conversation (DiCicco-Bloom and Crabtree, 2006). According to Cohen and Crabtree (2006), this method of interviewing is best used when you won't get more than one chance to interview someone.

The main advantage associated with semi-structured interviewing is that it offers the researcher a balance between the flexibility of an open-ended interview and the focus of a structured interview (Zorn, 2010) Other advantages include the fact that questions can be prepared prior to the interview and semi-structure interviews can provide reliable, comparable qualitative data (Cohen et al., 2006). The reason they can provide this data is due to the fact that there is a structure in place to guide the participant but the participant is also allowed to speak freely about the topic.

However, there are also limitations when it comes to this type of interviewing. One such limitation is that the outcome of the interview is often dependant on the skill of the interviewer. The interviewer may give unconscious cues or signals that sway the interviewee which results in an answer that is not completely credible. It can often be difficult to distinguish between what is important data and what is not when it comes to semi-structured interviewing

making the process longer and more time-consuming for the researcher (Whiting, 2008).

Despite these limitations, the main reasons for choosing a semi-structured interview for this research is that it ensures that all objectives are covered while allowing the interviewee to speak freely about the topic, thus gaining insights on how the advertising affects them personally and why.

3.9 Interview Questions

The semi-structured interview is made up of a total of 21 questions. These questions may not be asked in order and some may be left out due to the participant covering the topic in a previous answer.

Questions 1 to 6 are used as introductory questions to get the conversation flowing and to establish the participant's involvement in the topic of betting.

1. *Do you bet?*
2. *Do you prefer to bet online or go to a bookies?*
3. *What companies stand out when you think of betting? Why do these stand out for you?*
4. *How did you first become aware of these brands?*
5. *Which one of these would be your favourite and least favourite for offline betting? Why?*
6. *Which one of these would be your favourite and least favourite for online betting? Why?*

Questions 7 and 8 provide an initial insight into the user's experience of Paddy Power's advertising and what characteristics they associate with the brand before they have been exposed to the guerrilla marketing campaigns.

7. *Have you ever seen a Paddy Power marketing campaign? What was your initial reaction to it?*

8. *What characteristics do you associate with this brand?*

Question 9 and 10 are used to introduce the topic of guerrilla marketing and establish any knowledge that the participant may already have on the subject.

9. *Have you ever come across something called guerrilla marketing?*

The interviewer will offer the participant a broad definition of what guerrilla marketing is to better their understanding of the subject.

10. *Have you seen many memorable guerrilla marketing campaigns lately?*

11. *Have you seen any guerrilla marketing campaigns in relation to betting?*

It is at this stage of the interview process where the participant will be presented with three separate Paddy Power guerrilla marketing campaigns (See Appendix 1, 2 and 3). These campaigns will be shown and explained by the interviewer to the participant and then the interview will continue as before with more questions.

Questions 12 to 15 are asked in order to identify key themes that the campaigns highlighted to the participant. They are also used to identify whether the participant feels positive or negative emotions towards the brand. This is important as we know that positive emotions increase the likelihood of use (Wu and Wang, 2011).

12. *What emotions does the brand evoke in you? Do you like or dislike the brand as a result?*

13. *What do you think of these campaigns?*

14. *How do you think this makes the brand look?*

15. What is it about these campaigns that really attract your attention?

This section of the interview (questions 16 and 17) aims to find out whether the participant would be willing to engage of word-of-mouth or word-of-mouth which are key consequences of brand engagement.

16. After seeing these campaigns would you be encouraged to share them via social media or show them to your peers?

17. Would you be more likely to engage with this firm over other competitors as a result of these advertisements?

Question 18 to 21 are included to establish whether the participant thinks that the campaigns are engaging and offers suggestions on what they themselves find engaging in an advertising campaign.

18. Do you think this appeals to young males? Why?

19. If you were appointed brand manager of Paddy Power what suggestions would you have when it comes to engaging young males with the brand?

20. What brands do you love/are truly passionate about, why?

21. Is it how they're marketed/promoted? Are you aware of any Guerrilla marketing supporting this campaign - is it the controversial/irreverent tone of those ads/campaign that appeal to you?

3.10 Sampling

When it comes to research there are two main categories of sampling – probability and non-probability (Quinlan, 2011). Probability sampling represents a sample of the population where as non-probability represent the population but not in a statistical sense. Non-probability sampling uses a small number of cases to comprehend that phenomena being researched (Quinlan, 2011)

Therefore, the people selected to participate in these interviews have been seeded as result of non-probability purposive sampling. Purposive sampling is when criteria for the sample are chosen by the researcher using their own judgement (Black, 2010).

As this research is based on an insight into the influence of guerrilla marketing on the brand engagement and purchase intention of Irish male millennials my sample will be made up of males who were born between the 1980 and 2000.

These males will most likely be familiar with the Paddy Power brand will have had previous interactions with the company. There is no definite number of people to be interviewed as the process will be concluded when the researcher is happy to have achieved theoretical saturation.

3.11 Data Analysis

The method of data analysis used for this research is thematic analysis with the identification of keywords. Thematic analysis is 'identifying, analysing and reporting patterns (themes) within data. It minimally organises and describes your data set in (rich) detail. However, frequently it goes further than this, and interprets various aspects of the research topic' (Braun and Clarke, 2006). One of the aims of thematic analysis is to examine the similarities and differences across various interviews rather than focusing on individual cases (Braun et al., 2006).

The researcher will identify the key themes derived from the interview process and discuss these themes under the appropriate objective.

3.12 Ethical Considerations

As this dissertation is investigating participant's engagement and purchase intentions in relation to gambling they were assured that their anonymity

would be kept. The participants were made aware of the purpose of this research and gave permission for quotations from the interview to be used. The participants were also informed that should they wish to access their full individual interviews they would be able to do

Chapter 4: Findings

In the interest of anonymity, the interviewees will be represented as 'Male A – G' along with their age beside it.

4.1 Research Objective 1:

Research Objective 1: Investigating through qualitative research the influence of guerrilla marketing campaigns on an Irish millennial's brand engagement with Paddy Power, focusing specifically on Irish males

Themes:

- Humour
- Design: The Colour Green
- Creativity

4.1.1 Humour

One of the main themes that arose from each interview was humour. Humour was mentioned in all of the interviews and every participant commented on how it was the humour behind the campaigns that initially caught their attention when they were shown them. Everyone mentioned how they thought the campaigns were funny and that this attracted them more towards the brand.

From conducting 7 in-depth interviews it became clear that humour was a big factor when it came to whether the participant would choose to engage

with the brand. All of the interviewees concluded that the campaigns were more appealing to them because they had a comedic element to them which in turn made them more relatable to their demographic.

“I like the brand more as result of the campaigns because I find it very humorous” Male D, 18

Overall, six of the seven participants spoke positively about the nature of the campaign. They acknowledged that they were light-hearted tactics. One participant claimed that the campaigns ‘lightened’ his mood:

“I definitely have a positive feeling after seeing these campaigns, they are very tongue in cheek and comical which I think appeal to my age in particular” Male B, 27

Another participant claimed that because he found the campaigns to be funny he would be more likely to look up other campaigns created by the brand:

“When I see campaigns like these that I think are hilarious I start to become interested and I’ll google to see if there has been any more funny stuff done by the company... Like after you showing me those campaigns I’ll probably go onto Paddy Power’s Twitter account and have a look at that” Male A, 21

Out of the seven in-depth interviews, six of the participants drew attention to the tongue in cheek humour of the brand and how they thought that this would be particularly engaging for young Irish men who share the same sense of humour. Each of these participants mentioned how they thought the “cheeky” (Male A, 21) nature of the campaigns is what would attract young men their age to the brand.

“They’re funny and would definitely entice you to the brand I suppose guys in their mid-20s do like that kind of humour, the kind of tongue in cheek nature of it” Male B, 27

“It’s cheeky and young males are kind of cheeky in general and it’s kind of laddish like showing your underwear is kind of a ‘boys will be boys’ type of humour” Male C, 25

During one interview a participant highlighted how using these tactics of humour and surprise was effective for them as it went against big corporations and almost rebelled against corporate greed. He explained:

‘I think its very tongue in cheek its hilarious the way they do it they’re making fun of the situation in front of the press its amazing its going against the corporate greed kind of style’ Male E, 24

However, one participant, while thinking the campaigns were funny, found that this advertising tactic made the brand look quite cheap and although he acknowledged the campaigns were humorous he did remark that he would not see the brand as reliable.

“I know they are funny but think it makes the brand look quite cheap. I wouldn’t expect a quality service from them as a result I would expect very much on the cheap cutting corners when it comes to service. I’d be kind of nervous to entrust something with them as a result’ Male C, 26

Despite thinking this, the participant still claimed that he would choose the brand over competitors

“Yes possibly even though it doesn’t resonate with me personally I feel like I do know them better as a result so I probably would pick them over competitors” Male C, 26

4.1.2 Design: The Use of the Brand Name and the Colour Green

Another consistent element that appeared throughout the interview process was the impact of design on people's perceptions of the campaigns. Many of the participants felt the need to comment on the fact that green was consistently used throughout the campaigns shown and other campaigns that they had experienced themselves. The green resonated with a lot of them as being strongly associated with the brand with more than one of them calling it "*the Paddy Power green*". Another factor that seemed to engage the interviewees was the brand name and how it always features in the campaigns. The use of the brand name just reinforces to the audience who it is.

"I think all of them shout 'We're Paddy Power!'. It's in your face and you can't help but find it great." Male F, 24

Upon being asked what it was that attracted them to the campaigns shown more than one interviewee explained how the brand's colours were a key factor.

"The bright colour –paddy power know exactly how to use their brand. You couldn't see the full logo on the underwear at times but you knew exactly it was the green of paddy power. It's the same way you get the red on Ferraris – it is the brand's identity" Male E, 24

"I think the fact that it is so obviously a paddy power campaign is what attracts me at first because I already know of the brand. The paddy power green is a big part of the campaigns. The logo is always green and so it's instantly recognisable and would grab my attention because I like the company." Male F, 24

One participant who already had experienced some of Paddy Power's guerrilla marketing tactics claimed that when he recognised the brand as Paddy Power he immediately became more interested in it. He explained that he could recognise it immediately as a paddy power campaign because of the colour green

"I have seen other Paddy Power campaigns like the one where they sent around a lorry telling immigrants to hop in but only if they were good at sport. When I seen a picture of the lorry I knew straight away it was Paddy. The whole thing was green and the font used was white like it usually is so I immediately recognised it as a Paddy Power campaign" Male A, 21

Another participant who could not recall ever seeing a paddy power guerrilla marketing campaigns pointed out that the minute he was exposed to the campaigns during the interview he recognised the Paddy Power branding straight away. He felt that the design of the campaigns and the colours used were exactly what he expected from the brand. When asked what he thought of them he claimed:

"You could see straight away that these were Paddy Power campaigns even just based on the colours used. When I seen the big white 'P' in the green field it immediately reminded me of Paddy Power before I even seen the entire logo. Same with the underwear – its Paddy Power green and white."
Male A, 21

4.1.3 Creativity

Creativity was another keyword that was mentioned throughout the interview process by different participants. 6 out of the 7 participants found the campaigns to be extremely creative. According to the majority of participants, the creativity of the campaigns shows other companies how their marketing should be done.

"I think these campaigns are amazingly creative and a lot of people can learn a lot from that especially brand you know if you don't have a big budget or there's something stopping you getting into the press or getting into a big event don't try and push your way in just think of a creative way of getting around it and finding out where those loop holes will take you" Male E, 24

These campaigns were perceived as creative and so the participants automatically deemed them more appealing and engaging to the audience. The idea of something being creative was linked to the younger generation as a way of breaking through to them as they are so used to trying to ignore advertisements.

"I think they really target younger generations a person of age demo graph of 18-30 will really get and enjoy these type of campaigns because they're creative. They're different from what we are used to seeing and instead of wanting to avoid these campaigns I think I would take an interest in them because they are so creative." Male F, 24

Interestingly, when mentioning creativity some of the participants acknowledged that it makes the brand look very confident in their own abilities to market to their target audience. Creativity in this case was linked to the brand's overall working practices and had a positive effect on how people thought of Paddy Power as an organization.

"The campaigns are really creative and not something that every company will do. I think the fact that they are so creative shows how much trust the company has for their marketing team. Something this creative and out there is always risky but Paddy Power always seem ready to go for it" Male A, 21

"I think it shows there very confident in their marketing team to let them go ahead and be so creative" Male F, 2

4.2 Research Objective 2

Research Objective 2: Investigating through qualitative research whether these campaigns influence Irish male millennial's purchase intention

Themes:

- Memorable
- Clever: Forward-thinking

When investigating whether these campaigns could influence purchase intention each participant claimed that they would most likely choose Paddy Power over other competitors as a result of these guerrilla marketing campaigns. During the interview process two major themes arose: how memorable the campaigns were and how clever and forward thinking they made the company look. These two factors were key for the participants when making the decision on whether to choose Paddy Power over other competitors.

4.2.1 Memorable

When questioned why this was the case one of the main themes that arose was how memorable the campaigns were. The participants commented how the relevancy of each campaign is what stood out for them and it made the brand more memorable to them.

“Paddy power especially have gained their respect and most of their customers through their marketing mostly because in my opinion they are always memorable. They’re very relevant and topical which makes seem like the brand to go for when betting.” Male G, 21

When asked if they would be more likely to choose Paddy Power over other competitors as a result of these campaigns all of the participants claimed that they would choose Paddy Power because they would be more familiar with the brand.

“Personally, yes I would be it shows that they’re trying to get out there and get your attention. We should reward brands like this and how they do things. So I would interact with them more. It sticks in your head. Paddy power is all I can think of now when I think of betting” Male E, 24

“Yes I would be more likely because they entertain me and they stick in your mind. I forget or don’t pay attention to most ads but something like this is very memorable and makes me think that Paddy Power is superior to others” Male F, 24

Most of the participants claimed they would choose Paddy Power over competitors but one in particular who had previously experience guerrilla marketing campaigns by the brand claimed that this kind of marketing would entice them to place a bet using Paddy Power almost immediately:

“Because it’s so outrageous and out there it makes it more memorable. When I see these campaigns it makes me want to go onto my app and see do they have any specials or are they offering any outrageous odds on events that other people don’t. When I seen the campaign on the lorry it made me go onto the app and have a look on there to see what offers were there today” Male A, 21

4.2.2 Clever and Forward-thinking

Another consistent theme that arose during the investigation into purchase intention was the concept of Paddy Power being a very clever and forward-thinking company which gave them an edge over their competitors.

One participant who was not overly impressed with the campaigns accusing them of being cheap was still able to acknowledge the positive aspects of the campaign

“The remarkable innovative side wins over so it’s more of a talking point – something to discuss” Male C, 26

He also claimed how he probably would still choose the brand over competitors because they were very clever and forward-thinking with their marketing. When asked if he would be more likely to choose Paddy Power over others he replied:

“Yeah possibly because, wee their competitors I don’t know about their advertising one way or another, so even though I don’t admire I feel like I do know them better as a result. Even if I don’t like them I do know them better than their competitors.” Male C, 26

Another participant explained that because no one else is doing what they’re doing in the betting room he would be more likely to choose Paddy Power because they seem the most relevant and fresh:

“I think they are innovative too like it’s very forward-thinking and no one else seems to be doing it in betting so it’s working for them” Male G, 21

One participant highlighted how he would be more likely to use the brand as a result of the campaigns innovative nature. He admired how they were doing everything to remain relevant and that by getting their name out there they were showing initiative:

“The fact that they’re using their initiative would make me more inclined to use this brand over others just because they’re getting their name out their everywhere possible by the looks of it just to remain relevant” Male A, 21

4.3 Research Objective 3

Research Objective 3: Investigating the role of Word-of-Mouth marketing when it comes to raising awareness about an outdoor guerrilla marketing campaign

Theme:

- Facebook

The final research objective was to investigate what role word-of-mouth marketing played when it came to raising awareness about the campaigns being presented. One consistent platform that was mentioned by all seven interviewees was their use of Facebook.

4.3.1 Facebook Group Chat

Interestingly, four participants explained how if they were to come across something like this their initial reaction would be to share it in a Facebook group chat that they have with their friends.

“If I saw it on Facebook I’d share it or send it on a group chat” Male D, 18

“Yeah I think they’re very funny and I’d share it definitely on Facebook or share it with my friends in Facebook group chat” Male G, 21

“Yeah absolutely they’re all funny bold and outrageous. This is something I’d send into my Facebook group chats that I have with friends ‘cause they’d definitely appreciate it.” Male F, 24

“Yeah definitely a lot of my friends would be interested in sport and would find a lot of their adverts very funny. I’d definitely share it on Twitter or re-tweet whatever they would be tweeting. I’d probably put it into my Facebook group chat aswell” Male A, 21

Upon being asked would they share the campaigns with the peers all of the participants exclaimed that they would share it because they found it funny and entertaining. Each participant explained how he would most likely share it on Facebook if he was to see a post about it.

Chapter 5: Discussion

The penultimate chapter of this dissertation will aim to discuss the findings from Chapter 4 in relation to previous research on the topics. This section will be structured based on the objectives set out in the methodology section. It will be divided up into three main sections looking at brand engagement, purchase intention and word-of-mouth marketing.

5.1 Brand Engagement

The first objective of this research was to investigate the influence of Paddy Power's guerrilla marketing campaigns on the brand engagement of young Irish males.

As stated in the literature review brand engagement occurs when an advertisement has made an impression on its audience. Keller (2001) suggested that active engagement is a customer's willingness to talk about the brand and learn more about it. Baring this in mind, it is clear from the interviews that people were engaging with the brand as a result of the guerrilla marketing campaigns as many of the participant claimed that they would probably look up more about Paddy Power and look to see if they had any other campaigns similar to those presented in the interviews.

This reaction to the campaign coincides with Hollebeek's (2011) research that identified immersion as an important factor when it comes to customer engagement with brands. Hollebeek (2011) concluded that immersion is a customer's "level of brand-related concentration in particular brand interactions". It is when a customer is having brand-related thoughts after their interaction with the brand (Hollebeek, 2011). From the interviews it became clear that the participants were more interested in the brand with many commenting on how they would be enticed to look up more about the

company. As well as this, the participants felt that the campaigns were relevant to events they would usually associate with their demographic.

Upon investigating deeper into this issue the results showed that the main factors which influenced the participants brand engagement levels were humour, familiarity with design and creativity.

Beginning with a look at humour, Duncan (1979) claimed that humour can be effective at engaging an audience when used in the right contexts. Similarly, Stansfield (1969) also argues that humour can be most effective when it is relevant to the audience it is targeting as opposed to extraneous humour. This claim became evident throughout the interview process when many of the participants claimed that the humour used in the campaigns were appropriate for the target audience which they believed to be young men. As a result of this perception, the campaigns were more effective at encouraging engagement. Cline and James (2007) identified humour as one of the best ways to attract and hold onto the attention of consumers. This again became obvious during the interview process as participant identified humour as one of the main characteristics they found engaging about the campaigns and their reasons for sharing it via social media were mainly based on how funny they found them.

Another important factor when achieving brand engagement is design. (Luchs and Swan, 2011) This factor also came up during the interview process where many participants claimed that the green and white of the Paddy Power campaigns is how they knew instantly that it was a Paddy Power campaign. One of the participants explained how it was these features that would initially attract them to the advertising as they were familiar with them. This relates back to Gambetti's (2012) research where

he concluded that consistent design can lead to higher consumer-brand engagement as it fulfils customer needs such as aesthetic pleasure.

Creativity was another factor identified during the interview process as influencing brand engagement. Regina and Galer-Unti (2009) claim that the basic tactics of guerrilla marketing are innovation and creativity – it is about not adhering to the status quo. Similarly, Gallagher (2004) claimed that “what matters in guerrilla marketing is, rather than what the firm does to be successful; it is what it does to differentiate itself from its rivals.” It became clear that the Paddy Power campaigns achieved exactly this with participants claiming that they admired how other competitors weren’t doing anything like this and for that reason they would be more likely to engage with the brand. The campaigns were described by Male, E 24 as “*amazingly creative*” while Male F, 24 stated that because they were creative they were “*different from what we are used to seeing and instead of wanting to avoid these campaigns I think I would take an interest in them.*”

5.2 Purchase Intention

The second objective of this research was to investigate whether Paddy Power’s guerrilla marketing campaigns had an effect on the purchase intention of young Irish males.

In regards to purchase intention and how it is influenced, Levy and Gendel-Guterman (2012) claimed that positive emotions evoked by a brand’s advertising can increase a consumer’s willingness to make a purchase with the brand. The participant’s responses coincides with this claim as many of them portrayed positive emotions such as humour as a reason why they would choose their brand over other competitors in the same market.

Thaler (1985) identified perceived value as an important influence of purchase intention. Similarly, according to Chi, Yeh and Huang (2009) if an

advertisement, demonstrates expertise then it is more likely to increase purchase intention. During the interview process some of the participants claimed that they would be more likely to interact with the brand over competitors as a result of their forward-thinking campaigns. They wanted to *“reward brands like this”* and claimed that they would interact with them more as a result. The participants were impressed by the tactics as it made Paddy Power look like experts in their area in comparison to other betting companies. One participant stated that the fact that Paddy Power were *“using their initiative would make me more inclined to use this brand over others.”*

the interview process another one of the themes identified when it comes to purchase intention was how memorable the campaign was. If a campaign was deemed memorable in the eyes of the consumer he would be more likely to choose the brand over their competitors. This coincides with La Roche’s (1996) research that stated purchase intention is significantly higher when a product has high familiarity. Purchase intention is increased when the brand is recognised.

Overall, during the research process it became clear that the guerrilla marketing campaigns did influence the purchase intention of the participants. The two main factors that encouraged a consumer to choose Paddy Power over other competitors, therefore increasing their purchase intention, was how clever or forward thinking that campaign was and also how memorable the guerrilla marketing campaign was.

5.3 Word-of-mouth Marketing

The third and final objective of this research project was to investigate the role of word-of-mouth marketing as a result of these guerrilla marketing campaigns conducted by Paddy Power.

Word-of-mouth refers to when a consumer is exposed to a product or service that a company has advertised and tells between five to ten people about it. Mardsen and Kirby (2006) stated that when people have had a positive experiences they enjoy telling their peers about it. This was the case when it came to the Paddy Power guerrilla marketing campaigns as all of the participants agreed that they would share their experience of the campaigns with their peers. This cements the idea that word-of-mouth marketing is a major consequence of guerrilla marketing campaigns and should be taken very seriously by advertisers looking to get people talking about their brand.

Interestingly, a consistent platform that came up when asked how they would tell their peers was Facebook Group Chats. Four out of the seven participants claimed that the guerrilla campaigns is definitely something that they would put in their group chat which they have with their friends on Facebook.

Chapter 6: Conclusion and Recommendations

6.1 Conclusion

This research took place as it had been identified that there had been little research investigating the effects of guerrilla marketing on brand engagement focusing specifically on Irish male millennials. The researcher employed a qualitative approach in order to examine the impact of guerrilla marketing on brand engagement and purchase intention. During this process, information was gathered using in-depth semi structured interviews with seven different Irish males between the ages of 18 and 30. This data was then collected and thematically analysed.

From reviewing the literature it could be concluded that marketers are in need for new innovative ways to reach and influence their audience. Guerrilla marketing was identified as one of these methods by which brands could use low-budget, surprise tactics in their advertising campaigns. It also became evident from the literature that brand engagement remains important as creates bonds between customers and brands along with increasing a brand's equity. (Keller, 2001) Similarly, purchase intention remains an important element that companies wish to encourage. It is from these areas where the objectives of this research were formed.

The first objective of the research aimed to investigate brand engagement and the effect guerrilla marketing campaigns had on the brand engagement of young Irish males, focusing specifically on the Paddy Power brand. The literature suggested that brand engagement could be encouraged through creating positive emotions (Bowden, 2009). The research confirmed that this is true in the case of young Irish males as they claimed they would interact with the brand because they found the guerrilla marketing campaigns to be

funny and creative. Overall, it could be concluded that the guerrilla marketing campaigns encouraged the participants to engage more with the brand.

The second objective of the research aimed to investigate purchase intention and what influences it. From the interviews, it could be concluded that purchase intention was increased as a result of the guerrilla marketing campaigns with most of the participants claiming they would choose Paddy Power over other competitors because they were memorable and innovative.

The final objective of the research aimed to investigate word-of-mouth marketing and how guerrilla marketing effected it. From the research it could be concluded that word-of-mouth marketing is greatly encouraged by guerrilla marketing with all of the participants agreeing they would show the campaigns to their friends.

6.2 Recommendations:

6.2.1 For the Company:

From these results there are five main factors that companies should be focusing on in order to create an effective guerrilla marketing campaign. These are humour, design, creativity, memorability and innovation. According to the findings these are the main reasons identified for increased engagement with the brand.

6.2.2 For Future Research:

For future research it seems further focus should be put on whether over-exposure to the brand will eventually dilute the effectiveness of their guerrilla marketing campaigns. This arises as many of the participants enjoyed the campaigns because they were not something you see every day.

Given the time, it would also be interesting to investigate whether these campaigns would have the same effect on females of the same age. Many of the participants agreed that the advertising coincided with what their demographic watched and was interested in but there was no mention on whether they thought the same would apply for females.

For the most part the participants agreed they would choose Paddy Power over competitors as a result of the guerrilla marketing campaigns however it would be interesting to investigate how many people these campaigns would encourage to immediately place a bet with the brand rather than waiting until they wanted to.

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Appendix 1



<http://www.independent.ie/storyplus/top-5-paddy-power-publicity-stunts-that-helped-build-a-betting-powerhouse-31146091.html>

Appendix 2



(<http://www.independent.ie/storyplus/top-5-paddy-power-publicity-stunts-that-helped-build-a-betting-powerhouse-31146091.html>)

Appendix 3



<http://www.independent.ie/storyplus/top-5-paddy-power-publicity-stunts-that-helped-build-a-betting-powerhouse-31146091.html>