

TACTIC

GUERRILLA MARKETING

From posters to graffiti to sky-writing, there are many creative, grassroots ways to "market" your cause. Being both people-powered and unusual, they're usually inexpensive and often attract a lot of attention.

RELATED TOOLS

Stories

- Billionaires for Bush
- Conflict Kitchen
- Dow Chemical Apologizes for Bhopal
- Every Heartbeat Counts
- Kubatana's yellow poster campaign
- Orange Alternative
- Panty power
- Public Art Nanny Hotline
- Yomango

Tactics

- App flooding
- Banner hang
- Culture jamming
- Currency hacking
- Guerrilla projection
- Hashtag campaign
- Media-jacking
- Reverse graffiti

Principles

- Breakfast is persuasive
- Know your community

Theories

- Artivism

TAGS

Corruption, ,