



**SILESIA
UNIVERSITY**

SCHOOL OF BUSINESS
ADMINISTRATION IN KARVINA

ALTERNATIVE FORMS AND MEDIA IN MARKETING COMMUNICATION OF FINANCIAL SERVICES

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OUTLINE OF THE LECTURE

1. Guerrilla marketing
2. Viral marketing
3. Product placement
4. Content marketing
5. Influencer marketing
6. Green marketing



PRINCIPLES OF GUERILLA MARKETING

- minimum → **MAXIMUM**
- unexpected, original, surprising
- shocking, drastic, extravagant, controversial
- humorous
- **short period of time**
- on the edge of ethics and law
- aggressive towards competition and consumers
- use of new IT, viral effect
- **investment is energy, time, creativity**



GUERRILLA MARKETING TACTICS

1. To strike on an unexpected place.
2. To focus on precisely selected targets.
3. To create buzz, to increase attention, word of mouth, to get cheap secondary publicity (in case of media interest).
4. To stop it when it is a need!!!



SELECTED GUERILLA MARKETING TOOLS

- Ambient the media
- Ambush marketing /sponshorship
- Astroturfing
- Wild posting, ...

BUZZ MARKETING
VIRAL MARKETING



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AMBIENT MEDIA



500 business cards of customers

AMBUSH MARKETING/SPONSORSHIP

- Ambush marketing is essentially an unfair practice that **is a parasite on the competition.**
- Companies usually appropriate large (especially sports) events, which have a great potential for media coverage. They often create the impression that they are the official sponsors of the event, but in reality they are not.



AMBUSH MARKETING/SPONSORSHIP

- Ice hockey world championship, Bratislava and Košice, 2011.
- Official sponsor is Raiffeisenbank.
- Ambush marketing = Česká spořitelna (in Slovakia and the Czech Republic).



ASTROTURFING



ASTROTURFING

- An unfair aggressive PR technique, when apparently authentic statements, which are intended to increase the value of the product in the eyes of the public, are however created in an organized manner - by PR professionals, company employees, ...
- The purpose is to create a positive image in the eyes of the public.
- Fake blogs, manipulated posts in discussion forums on the Internet and social networks, phone calls to radio and television programs, participation of paid "enthusiasts" for example in the case of a launch of a new product, ...

WILD POSTING

- Public spaces are used (construction sites, underpasses, scaffolding, ...).
- It may cause a visual smog!



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WILDPOSTING



2. VIRAL MARKETING

" A method of communication when the advertising message seems so interesting to the recipient, then recipient shares it."



VIRAL MARKETING

- It is based on WoM (verbal transmission of messages ⇒ brand lover), eWoM.
- Low cost, speed, loss of control!
- Electronic mail (multimedia file, PowerPoint presentations, web links), youtube.cz, blogs, community websites, chats, discussion forums, sharing of images and video content - social networks, etc.
- **Flashmob** - a spontaneous gathering of individuals in a public space who suddenly come together, perform a prearranged action and then they disperse quickly. The goal of a flash mob is often to create surprise, fun and interaction with the people around, without them being informed about the event in advance.

3. PRODUCT PLACEMENT (PP)

"Intentional and paid placement of a real branded product in an audiovisual work (film, TV shows, series, computer games)."



PRODUCT PLACEMENT

- Visual, verbal presentation, use of the product.
- Inverted PP.
- Dynamic virtual PP.
- In-game advertising.
- ✓ Clear indication of the program containing the product placement for the purpose of paid presentation.
- X Programs for children.
- X Direct recommendation of products.
- X Cigarettes or other tobacco products.
- X Medicines available only with a doctor's prescription.

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PRODUCT PLACEMENT



PRODUCT PLACEMENT

- Mastercard celebrates its long-term support of the UEFA Champions League with the release of a new film (2022) featuring Mastercard's global brand ambassador Lionel Messi as the main character.
- Messi at a young age was created by AI.



4. CONTENT MARKETING

- It is focused on creating and conveying content to potential recipients.
- Content that is created by users and customers (UCG – user-generated) receives special attention in content marketing content). It can be images, videos, posts in discussions, on social networks, blogs or user reviews.
- **Basic forms of content marketing:** entertainment (EN), inspiration (I), education (ED) and persuasion (P).

CONTENT MARKETING OPPORTUNITIES IN FS

- Quizzes - Financial Literacy **(ED)**
- Savings Calculator **(P)**
- Games for children - banker, budding entrepreneur **(EN)**
- Case Studies **(P)**
- Articles and celebrity interviews about home renovations. **(I)**
- Saving tips, budget planning, ... **(P, ED)**
- Worksheets, downloadable documents **(ED)**
- Instructional videos on how to use the products **(P)**
- FAQs **(P)**
- Magazine for clients **(EN, P)**
- Contests for clients **(EN)**
- Client references and discussions within the bank's blog **(I)**



5. INFLUENCER MARKETING

- The use of influential personalities or authorities in a certain field in order to reach and influence the target group.
- These "influencers" usually have a large reach, especially in the online environment, i.e. on social networks, blogs or other online platforms, and their recommendations, reviews or content may influence the behavior and purchasing decisions of their followers.
- The Influencer Code - The Fair Influencer (CZ).



INFLUENCERS, BANK TAUGHT SENIORS HOW TO WORK WITH THE ONLINE BANK



INFLUENCERS, ČSOB TAUGHT SENIORS HOW TO WORK WITH THE ONLINE BANK

- ČSOB launched a campaign on social networks (4/2020), when it wanted to reach young people to communicate even more with their parents and grandparents during the pandemic about how to work with the bank online without having to go physically to a branch.
- The campaign took place on social networks in cooperation with influencers Anna Kadeřávková, Christie & Babies, Šárka Peková and Natália Myslivcová. Through them, a number of educational outputs were created on Instagram and YouTube.

6 . GREEN MARKETING

- Also called as environmental, ecological or green marketing.
- This concept is understood as the presentation of products or services with environmental characteristics, but also includes ideas, methods and processes that enable the fulfillment of the company's goals (environmental protection and efficient use of natural resources).
- Activities within the framework of ecological CSR: energy savings, reduction of printing, waste sorting, support of projects for the renewal of environmental protection, financing of projects of solar power plants, wind parks, biogas stations and biomass burning, rejection of projects with negative impacts on environmental protection, "green" payment cards, ...

GREEN MARKETING

- **The European Parliament and the Council of the EU have established general environmental claims. They cannot be used without providing evidence (the regulation will apply from 2026):**
 - Biodegradable.
 - Eco, ecological
 - Ecologically friendly
 - Energy efficient
 - Green
 - Climatically neutral
 - Organic/bio based
 - Natural, nature friendly
 - Friendly to the environment/nature
 - Carbon - positive
 - Carbon neutral
 - Aware, responsible, sensitive, ..

