

NAME(S):.....

ALTERNATIVE FORMS OF MARKETING COMMUNICATION

Try to find communication campaigns of the companies (one example for each trend).

ACTIVITY/TASK

Guerilla marketing:
Viral marketing:
Affiliate marketing:
Stealth (under cover) marketing:
Green marketing x Green washing:

QUESTIONS

- Why is a traditional advertising less effective?
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- Which of the new trends appeals to you the most?
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- What trends can be expected in marketing communication in the future?
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