

AMBUSH MARKETING - The new way of marketing

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Abstract - The fast development in sponsorship world process has been conveyed by a similar development in ambush marketing practices from the last twenty years, mainly in the background of major sports oriented events. The drive of this Article is to present the model of ambush marketing, study the good and principled problems near ambush preparation, and deliver explanations and situations in dealing with ambushing issues from the perception of different peoples. This part creates with an introduction of ambush marketing and explanation how it has grown over the time period. The different kinds of ambush marketing approaches are known, followed by a search of the competence of ambush marketing and its effects of sponsorship movements. The main attention goes to the ethical and principled agreements on ambush marketing among events associates, sponsors, and ambushers. Lastly, the coming change of ambush marketing strategy is deliberated and suggestions are made in terms of how to manage with ambushing problems in the upcoming days.

Key elements: Ambush marketers, meaning, types, advantages

I. INTRODUCTION

In the Intellectual Property world apart from its general types like Patents, Copyrights, Designs, Trademarks, etc. there is one more area which emerged in the past years, known as 'Ambush Marketing' also called as 'guerrilla' or 'parasitic' marketing. The term Ambush Marketing was first developed by advertising designer Jerry Welsh from American Express Company in the year of 1980s. The term 'ambush' was used in Ambush Marketing means an attack from the unseen place. Ambush Marketing has appeared in the modern ages as an active weapon in the place of marketing branches looking for to associate themselves with sporting events without official agreement or authorisation of the event organizer. In simple, it is the concept where the advertisers engage themselves in a particular event for the promotion of their product without paying any kind of sponsorship fee. The objective of the Ambush Marketing is two-fold

- 1) To get the supreme return from the marketing money,
- 2) To demoralize the branding efforts of the opponents by disturbing the public and confusing the viewers.

One of the major reasons behind Ambush Marketing coming up with a rapid growth is due to its cost effectiveness. The advertisers don't have to spend the huge amount which they have to pay to the sponsors and also there is no need to spend much amount on publicity and ad campaigns like on T.V, Print and other things. Ambush marketing is seen majorly in the sports events because as these events are being held at international level it becomes easy for the advertisers to gain the attention of the people both nationally and internationally.

In the present time, Ambush Marketing has become an important aspect in the Intellectual Property Infringement and still there are many countries which have not yet made any specific law regarding it. But there are some countries like South Africa, Brazil, Canada, New Zealand, USA, etc that are aware of the seriousness of Ambush Marketing and its effect and have made laws to prohibit it. We cannot say that world is not aware of Ambush Marketing and neither it is taking place on a small ground but rather this practise usually takes place in the mega events like that of Olympics and FIFA then why not any law is made regarding this which strictly related to this and prohibit it completely.

II. MEANING OF AMBUSH MARKETING

In a general way, the term 'Ambush marketing' can be defined as an attempt by a unseen persons to produce a straight or secondary target on a sport programs or its members without their authorization, hence renovating official sponsors, suppliers and partners parts of the marketable worth resultant from the 'official' title. This implication is without the agreement of the sport sponsorship or its official partners, and the wish is to betray the sports consumer into trusting that there is an official association associated with the event.

III. TYPES OF AMBUSH MARKETING

Mainly there are two kinds of ambush marketing is their

- 1) DIRECT AMBUSH MARKETING
- 2) INDIRECT AMBUSH MARKETING

1. Direct Ambush Marketing

It is a strategic usage of symbols and the related symbols, logos of the event which gives the picture regarding the

actual sponsors of the event. Here, the person or marketer intentionally tries to reap the benefits from the event. There are many ways in which direct ambush marketing is done. Some of them are recorded below

a. Predatory Ambushing The straight trapping of market competitor, purposely aggressive a contestant's, authorised sponsorship in an exertion to increase market portion, and to confuse customers, audience, viewers as to who is the authorized sponsor.

b. Coattail Ambushing

It is an effort by brand towards straight connects themselves through belongings or occasion by "in performance up" a linking to the property or occasion that is suitable but does not contain commercial sponsorship or without get authorized event promoter position. In further words, it mentions to the unwelcome group of a corporation to the event.

c. Ambushing via trademark/license infringement

On purpose of unapproved practice of limited consistent property, such belongings can contain the symbols of teams or events, or make use of unapproved references to tourney's, groups or sportspersons, arguments and symbols in a product's advertising, promotion as means of assigning itself in the view of patrons to a belongings or event.

d. Ambushing 'by degree

Marketing actions are prepared by authorized sponsors over and further than what has been permitted in the monetary support agreement, also known as supporter of self-ambushing. Self-ambushing stands the research of breaking the parameters of a company's financial supporting limitations in a technique that encroach on one more promoter's marketing or advertising.

2). Indirect Ambush Marketing

a. Ambushing by association

The practice of imaginary or terminology not confined by intellectual-property rules to create a wrong impression that as the company has associates to a sporting event or property.

b. Value-based ambushing

Fashion design by unauthorized promoter of its advertising practices to demand to the same values or engage the similar themes as do the occasion or its promotion, such that viewers paying attention to the program or its promotion will similarly be attracted to the unauthorised

promoter's marketing. It can be understood as making a straight reference to the occasion or property's theme or values to imply a link with the occasion in the mind of the consumers.

c. Ambushing 'by distraction'

It can also be understood as creating the disturbance in or about the place of occasion, not consuming any relationship with the program, in order to increase the attention from the program's viewers and this sponsor the brand's product.

d. Parallel property ambushing

A use of 'ambushing by disturbance' in which the ambusher-marketed their products in the place of occasion itself, and this process can be affecting on the main event's goodwill.

Some examples for ambush marketing

1) Rona paints Catches apple off-guard

The photograph states that. Ambush marketing is occurred in Canada. A native paint brand saw a chance in outside for innovative idea of Apple. And the paint brand company are using this opportunities and they put up their banner below Apple's hoarding & it viewed as if the paint was dropping into buckets. The text on their banner said: "We recycle leftover paint."

2) Fiat Ambushes Volkswagen

It is also another example of excessive ambush marketing. When a staffs of Fiat covered a path outlook vehicle driving by, one of them took it as a chance to keep score over the arch competitor. Consequently he jumps into a Fiat 500 and followed the car for about 45 minutes to till he reach Volkswagen's headquarters. As it near the Volkswagen HQ, Fiat staffer shot in front, went up on the driveway and parked the car right in front of entrance. Then he waited out pending the street car took the photo.

Advantages of ambush marketing's

1. Ambush marketing is mainly helps in the increasing brand awareness
2. Ambush marketing is easy way to promote the new products because it is less expensive for the organisations
3. It is helps the easy way to recognise the products or brands
4. Ambush marketing is best and easiest way for the start-ups for their marketing the products or brands
5. Ambush marketing is low cost method for advert



IV. CONCLUSION

Now in the days of globalisation the major importance is given to sports, culture, etc, so this increased importance of events as primarily increase the role of sponsorship in the way of gaining consumer attention the growth of sponsorship has made enormous growth of ambush marketing. The worlds famous events like football world cup, ICC cricket world cup, Olympic Games have force on our consciousness there is always competition between the official sponsors and ambushers will prolong unabated.

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