

Stealth Marketing as a Strategy

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Stealth Marketing as a Contemporary Strategy

- One way to classify these strategies is to consider how they are used with regard to the four elements of the marketing mix, i.e., product, price, promotion, and place.
- Using stealth marketing by hiding the product's true nature as an option for breaking away from product life cycle thinking
- Companies can charge how customers perceive them by positioning and even repositioning their products in ways where the true purpose is not fully apparent to the customer, at only partially so.

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- Companies can use stealth pricing strategies to both cut prices as well as increase them. "Instant rebates" are often used to signal price cuts and mimic the imitation of a price war.
- Stealth promotion strategies abound in many forms.
- Finally, stealth strategies are also used in distribution-related methods.

The Future of Stealth Marketing

- The Dilemma
 - How can the high profile and public nature of a product promotion campaign be made to be more subtle and more effective?
 - Will consumers be able to detect and avoid such tactics?
- The Future
 - The success or failure of stealth marketing will depend on the quality of the firm's execution. Stealth marketing can be a powerful and effective tool, but it must be used wisely and ethically.
 - Marketing managers should be aware of the risks and benefits of stealth marketing and use it as a strategic tool when appropriate.

Marketing to challenge

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- "Marketing concept integrated and perceived will be the key to company adaptability and profitability (Gallo)"
- Two kind of pricing strategies can help marketers achieve their goal
 - If Companies can practice the "in your face" marketing
 - Alternatively, they can use a "stealth" approach using non-traditional marketing strategies that may involve outlying the
- The "stealth" marketing approach is used in the market situations to refer to several strategies aimed at customers without their knowledge and consent.
- Viral marketing, word of mouth, celebrity marketing, last and best marketing, marketing are the six prominent ways of using such strategies on consumers.

A proposed typology of stealth marketing strategies

- Subliminal advertising
- Concealed advertising
- Covert advertising
- Covert advertising

- The following strategies are:
 - Hidden branding
 - Hidden branding
 - Hidden branding

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Countering stealth marketing

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 - Hidden branding
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Stealth Marketing as a Contemporary Strategy

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- Using stealth marketing by hiding the product's true nature or an option by breaking away from product life cycle thinking
 - Companies can charge how customers perceive them by positioning and even repositioning their products in ways where the true purpose is not fully apparent to the customer, at only partially so.

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- Stealth promotion strategies abound in many forms.
- Finally, stealth strategies are also used in distribution-related methods.

The Future of Stealth Marketing

- The Dilemma
 - How can the high profile and public nature of a product promotion campaign be made to be more subtle and more effective?
 - Will consumers of the future be so much more savvy?
- The Future
 - The nature and extent of stealth marketing will depend on the quality of the firm's brand. Strong brands can use a variety of stealth tactics. However, weaker brands will find it more difficult to do so.
 - Willing consumers will be able to spot many of the stealth strategies. However, there will always be some who will not and will continue to be misled.

Marketing to challenge

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- "Marketing concept integrated and perceived will be the key to company adaptability and profitability (Gallo)"
- Two kind of pricing strategies can help marketers achieve their goal
 - Companies can practice the "in your face" marketing
 - Alternatively, they can use a "stealth" approach using nontraditional marketing strategies that may involve outlying the
- The "stealth" approach is used to correct the marketing situation in order to correct all strategies aimed at customers without their knowledge and consent.
- Viral marketing, word of mouth, celebrity marketing, and social media marketing are the six prominent ways of using such strategies on consumers.

A proposed typology of stealth marketing strategies

limited to relevant, yet-undiscovered, or even

- Subliminal advertising
 - Companies can use subliminal advertising to influence consumers' behavior in ways that they are not aware of.
 - However, this has been shown to have limited effectiveness.
- Disguised advertising
 - Companies can use disguised advertising to influence consumers' behavior in ways that they are not aware of.
 - However, this has been shown to have limited effectiveness.
- Disguised advertising
 - Companies can use disguised advertising to influence consumers' behavior in ways that they are not aware of.
 - However, this has been shown to have limited effectiveness.

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Countering stealth marketing

- Companies can use counter-stealth marketing to influence consumers' behavior in ways that they are not aware of.
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- "Marketing correctly interpreted and practiced will be the key to company adaptability and profitability (Kotler)"
- Two broad generic strategies can help marketers achieve their goal:
 - 1) Organizations can practice the "in your face" marketing
 - 2) Alternatively, they can use a "guerilla" approach using unconventional marketing strategies that may involve catching the consumer unaware and in unexpected ways.
- The term "stealth marketing" was introduced in the academic literature to refer to curveball strategies aimed at customers without their knowledge and consent.
- Viral marketing, brand pushing, celebrity marketing, bait and tease marketing, marketing video games, and marketing in pop and rap music are the six prominent ways of using such strategies on consumers.

What is Stealth Marketing?

- Stealth marketing refers to undercover, covert, or hidden marketing.
 - Due to a low level of visibility, the target is unaware of the marketers' actions, at least to some degree.
- Stealth marketing may be a means to reach a target audience without the advertisement being perceived as an advertisement or as a context. Also may refer to covert marketing in mass media to distinguish between the deception that may occur in information gathering and marketing communications.
- Stealth marketing focus primarily on entry or operating strategies of firms or could also be used for departure of firms, as well.

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- One way to classify these strategies is to consider how they are used with respect to the four elements of the marketing mix, i.e., product, price, promotion, and place.
- Using stealth positioning by hiding the product's true nature as an option for breaking away from product life cycle thinking.
 - Companies can change how customers perceive them by positioning and even repositioning their products in ways where the true purpose is not fully apparent to the customer, or only partially so.

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- Companies can use stealth pricing strategies to both cut prices as well as increase them. "Instant rebates" are often used to signal price cuts and mask the initiation of a price war.
- Stealth promotion strategies abound in many forms.
- Finally, stealth strategies are also used in distribution-related methods.

A proposed typology of stealth marketing strategies

- First Typology
 - The basic tenets of market orientation recognize that firms should focus on two specific stakeholders:
 - > 1) Competitors 2) Customers
- Second Typology
 - Invisible to customers, yet competitors are aware
 - Visible to target customers, yet competitors are unaware
 - Invisible to customers, and competitors are unaware

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A proposed typology of stealth marketing strategies

Invisible to customers, yet competitors are aware

- Sub-branding using stealth parentage
 - Companies traditionally using family branding strategies hide the origins or parentage of individual brands to guile average consumers into believing that they were truly new and unique products being made by smaller companies.
- Re-christening damaged brands
 - Damaged brands often have to be renamed to reinvent themselves
- Flogs
 - Flogs are fake blogs, designed to create an impression that a regular blogger is providing the information, while in reality a commercial company is sponsoring the site.
 - The goal of such flogs is to provide positive publicity for a product that would not be possible through traditional methods of promotion.

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A proposed typology of stealth marketing strategies

Visible to target customers, yet competitors are unaware

- Database marketing
 - A database offers a firm a way to communicate with their customers without the knowledge of their competitors
- Marketing through associations and affinity groups
 - For firms is to build strong relationships with associations and affinity groups to which their customers belong, and market to them through the leadership of these associations.
 - Associations help firms leverage their marketing efforts by offering exclusive rights to access to their members, and encouraging them to develop tailored products for them
- Viral marketing
 - Viral marketing involves the purposeful release of information by firms that use pre-existing social networks to enhance brand awareness through word-of-mouth via a digital platform, and using awareness through a self-replicating viral processes, similar to the spread of pathological and computer viruses.
 - Facilitates and encourages consumers to pass on the messages voluntarily.

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A proposed typology of stealth marketing strategies

Invisible to customers, and competitors are unaware

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- When stealth marketing strategies are implemented, the highest level of covertness, they are hidden from both the customer and the competitors.
- Stealth marketing in the context of new product development
- Behavioral Targeting
 - Involves pushing ads to individual consumers based on their past online browsing behavior as determined by cookies placed by third parties, is unknown to both the individual consumer as well as competitors and other businesses.
- Ambush Marketing
 - Sometimes companies that are not official sponsors of an event undertake marketing events to convey the impression that they are
- Push polling
 - A form a negative political campaign technique used to influence or change the view of potential voters under the guise of conducting a poll.