



## **Online-Appendix zu**

# **„A common ground in Guerilla Marketing – State of research and further research opportunities“**

**Lennart Wendland**

**Otto-von-Guericke-Universität Magdeburg**

**Junior Management Science 1 (2016) 34-59**

## Appendix 1: Ambush Marketing

FC Bayern | TSV 1860 | Fußball | Tippspiel | EHC | Wintersport | Formel 1 | Basketball

Sport > FC Bayern

### Wer zog Götze das T-Shirt an?

# Nike: "So weit reicht unser Einfluss nicht!"

Florian Bogner, Gunnar Jans, 02.07.2013 19:47 Uhr



The image shows Mario Götze on the left wearing a white Nike t-shirt, and Matthias Sammer on the right holding a red Bayern Munich jersey with the number 19 and the name GÖTZE on the back. They are standing in front of a red backdrop with various logos.

Mario Götze bei seiner Vorstellung als neuer Spieler des FC Bayern München. Neben ihm Sportchef Matthias Sammer Foto: firo

**Mario Götze** stellt sich im "falschen" T-Shirt vor - und verärgert so den

Appendix 1: Screenshot Nike via Abendzeitung München: <http://www.abendzeitung-muenchen.de/inhalt.wer-zog-goetze-das-t-shirt-an-nike-so-weit-reicht-unser-einfluss-nicht.94bcd0a4-b926-408f-a3ba-3d562dd25e37.html>. Accessed: 12.02.2016.

## Appendix 2: Shock Marketing



Appendix 2: Screenshot Benneton via Wordpress. <http://madeleineking58.files.wordpress.com/2013/04/unhate.png>. Accessed: 12.02.2016.

### Appendix 3: Ambient Marketing



Appendix 3: Screenshot Frontline via One Xtra Pixel: <http://www.onextrapixel.com/2013/10/28/creating-great-guerrilla-sabotage-and-ambient-marketing/>. Accessed: 12.02.2016.

## Appendix 4: Sensation Marketing



The screenshot shows a YouTube video player. The video content is a high-angle shot of a large crowd of people dancing in a multi-level shopping mall. The video player interface includes a search bar at the top, a play button, a progress bar showing 1:23 / 2:41, and a volume icon. Below the video, the title "The T-Mobile Dance" is displayed. The channel name is "Life's for Sharing" with a subscriber count of 37,255. The video has 40,421,646 views, 90,662 likes, and 2,225 comments. The interface is in German, with buttons for "Abonnieren" (Subscribe), "Hinzufügen" (Add), "Teilen" (Share), and "Mehr" (More).

The T-Mobile Dance

Life's for Sharing

Abonnieren 37.255

40.421.646

Hinzufügen Teilen Mehr

90.662 2.225

Appendix 4: Screenshot Telekom via Youtube: <https://www.youtube.com/watch?v=VQ3d3KigPQM>. Accessed: 12.02.2016.

## Appendix 5: Viral Marketing

YouTube DE



Ryanville – Hyundai Super Bowl Commercial :45s | The 2017 Hyundai Elantra

HyundaiUSA   Abonnieren 153.524

11.152.602

 Hinzufügen  Teilen  Mehr  25.408  6.946

Appendix 5: Screenshot Hyundai via Youtube. <https://www.youtube.com/watch?v=Ih4VYnbm6Sw>. Accessed: 12.02.2016.

## Appendix 6: Guerilla Marketing principle



Appendix 6: Screenshot Astra via Astra: <http://www.astra-bier.de/thumbCache/03cca09b8cdcf3022d92827dd343f8d.png>. Accessed: 12.02.2016.