

# **CHURCH OFFERING ENVELOPES AND WRAPPERS (ITEMS OF CLOTHINGS): A CONCEPT OF GUERRILLA ADVERTISING**

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## **ABSTRACT**

As a result of excessive advertising disorder, consumers have developed protective mechanisms in the form of cognitive schemas that help to identify and to avoid the unwanted Advertising messages. In view of this, the effectiveness of traditional advertising has experienced a sharp decline in recent years. Thus, the alternative forms of Advertising have become increasingly popular attracting attention and delivering the message to the target audience. Many industries have resulted to alternative methods to highlight their offer and to attract the attention of consumers. This new visual concept of using church offering envelopes as a media of advertising will help in drawing attention of the public in more personal and memorable manners to the product advertised. This will make people involved with the product without actually knowing that they are part of the advertising campaign. A better understanding and knowledge of these forms of guerrilla advertising offer a way out of the advertising clutter creating a lasting image of the brand in the mind of the consumers.

## **Introduction**

In the context of global advertisements, qualitative differentiation of products has become minimal, so that companies seek alternative methods to highlight their offer and to attract the attention of consumers. The purpose of Advertising is to convince customers that a company's service or products are the best. This will enhance the image of the company, and create a need for product or service demonstration, reinforce the sales people's individual messages, draw customers to the business, and to hold existing customers. The number of Advertisements worldwide has increased exponentially in recent decades, one person being exposed to hundreds or even thousands of promotional Advertising messages daily (Shapiro and Nulsen, 2013).

As a result of excessive advertising disorder consumers have developed protective mechanisms in the form of cognitive schemas that help to identify and to avoid the unwanted Advertising messages. Nevertheless, the effectiveness of traditional advertising has experienced a sharp decline in recent years. Thus, the alternative forms of Advertising have become increasingly attracting attention and delivering the message to the target audience. The numbers of the advertising which we are exposed to either through, Television, Billboard, internet, posters, magazines/Newspapers radio to mention but few, all these advertisings hav made the consumers immune to commercial messages. Therefore, there is need to have a renewal approach through the visual concept of Guerrilla Advertising, which will involves high imagination focusing on grasping the attention of the public in more personal and memorable manner (Erkan and Evans, 2016).

The aim of this study is, to identify a media where an advertising message can be communicated to a target audience directly. While it's objectives include:

- To re-direct people from conventional means of advertising such as. (Television, billboard, internet, Newspapers and posters etc). Which they are already suffocated in trying to get the attention of consumers to a particular product, or the decline of traditional advertising effectiveness due to extreme advertising clutter.
- To ascertain the effectiveness of Guerrilla Advertising compared to traditional advertising in drawing consumers attention and delivering the advertising messages.
- To highlight significant impact of Guerrilla Advertising on consumer behaviour.
- To get people to remember brands in a different way than they are used to.
- To make consumer get involved with the product without actually knowing that they are part of the advertising campaign.
- To adopt a visual method or techniques and practice in-order to establish direct contact with the consumers for onward remembrance of the brand.

### **The Guerrilla Advertising**

The guerrilla advertising, however, it's not a concept that can be defined easily as it strictly related to the perception of the people and the frequency of use. Thus, an image perceived as shocking or disturbing by some people can be seen as perfectly normal for others. Therefore, guerrilla advertising involves all those unusual, non-traditional innovative and inventive means, methods and strategies of promoting a product, service or brand.

### **Importance of the Guerrilla Advertising System**

According to Kaikati and Kaikati (2004) "The number of television channels, radio stations, newspapers and magazines is increasing every day, leading to a greater fragmentation of the audiences. This makes it more difficult for the advertisers to reach an audience of a certain size". However, another challenge is that, the consumer's lifestyle has changed in their ways that they have less free time, which they could spend on leisure activities such as watching Television, reading magazines and newspapers. This has also reduced the number of potential viewers of the advertisements placed in the medium mentioned above. In addition, the prices for the conventional advertising media keep rising, despite the diminishing returns they offer. This type of Advertising is extremely targeted at the consumers in their environment, in the place where they work, where they spend their break, or on their way to and from home. The difference between conventional and the unconventional advertising, is that the unconventional is more direct and more individual, creating an instant contact between the brand and the consumer.

### **Means of Guerrilla Advertising**

The main point of unconventional advertising is that the activities are done exclusively on the streets or other public places, such as shopping centre's, park or

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beaches with maximum people access so as to attract much audience. Kaikati and Kaikati (2004) identified six types of unconventional advertising techniques which are, viral marketing, bait-and-tease marketing, brand pusher marketing, marketing in video games, and marketing in pop and rap music. However, they consider these strategies as part of the larger category of stealth marketing. Pavel and Catoiu (2009) include in the unconventional advertising category the following; elevator advertising, tax advertising, bathroom stall advertising, mirror advertising, serial advertising, ambient advertising, body advertising, graffiti advertising. This area is changing constantly in the pursuit to find new ways to break through the advertising clutter. Some of these classes of unconventional advertisings are explained as follow;

**Ambient Advertising;** This is a form of corporate advertising that uses elements of the environment, including nearly every available physical surface, to convey message that elicit customer engagement. With ambient advertising, you can place your logo or message in the environment in such a way that it fits in and enhances the surroundings. This can include side walk painting, sculptures and colourful additions to buildings, such as a logo projected on the side of the building at night. Ambient advertising is non-intrusive and subtle, and it can help you overcome advertising resistance as your message seeps into the minds of people who frequent the environment where you place your advertisement. The key to an effective ambient campaign is that the advertisement must fit the environment it is placed in and the context where the consumer encounters the message (Reybum, 2010; Ryan, 2007). This is why the process of developing an ambient campaign the creative team often starts from the environment trying to find a way the brand can become relevant for it and only in the end they create the message.

**Experiential Advertising:** This type of advertising is often considered a part of ambient advertising is a form of unconventional advertising that “conveys to the customer the real sensation of using the product

**Ambush Advertising:** Ambush advertising is a form of associative advertising, utilized by an organization to capitalize upon the awareness, attention, goodwill, and other benefits, generated by having an association with an event or without that organization having an official or direct connection to that event.

**Stealth Marketing:** stealth marketing is a deliberate act of entering, operating in, or exiting a market in a furtive, secretive or imperceptible manner, or an attempt to do so. People get involved with the product without knowing that they are the part of advertisement campaign.

**Viral marketing:** viral marketing describes any strategy that encourages individuals to pass a marketing message to others, creating the potential for exponential growth in the message’s exposure and influence. Like viruses such strategies take advantage of rapid multiplication to explode the message to thousands or millions of people, either through internets or text messages.

### **Church Offering Envelope and Wrapper as a Media of Advertising Message**

Guerrilla advertising aspires to reach the widest possible audience, be it in concepts, public parks, sporting events, festivals, beaches, shopping malls, churches and other strategic places (Davis and Davis, 2021). A study of church offering envelope and wrapper is a veritable media for advertisements. Churches in the world today offer a good background for advertisements especially in Nigeria. These churches are the orthodox, comprising of Roman Catholic, Anglican and Methodist to name but a few. Then, the new generational churches popularly known as the Pentecostals include; The Redeem Christian church, Living Faith Church (Winner Chapel), World of Life Bible Church, The Lord’s Chosen, Christ Embassy and host of others, they are well known for packaging their offering money in envelopes.

The company using this media for advertising will design its logo and name at the top left corner of the envelope and distribute the envelope to member of the church at the entrance of the church. The distribution of these advertised envelopes at church entrance is a means of cluster breaking and advertising message transmission (Gokerik et al, 2018). The sample of designed envelopes and the various products they advertised could be seen in figure; 1, 2, and 3.

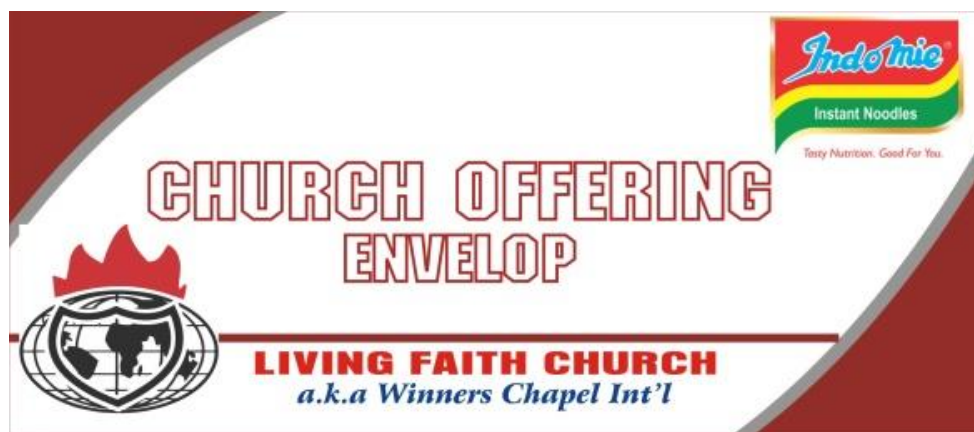


Figure: 1, church offering envelope advertising “Indomie”



Figure: 2, church offering envelope advertising “Pepsi”

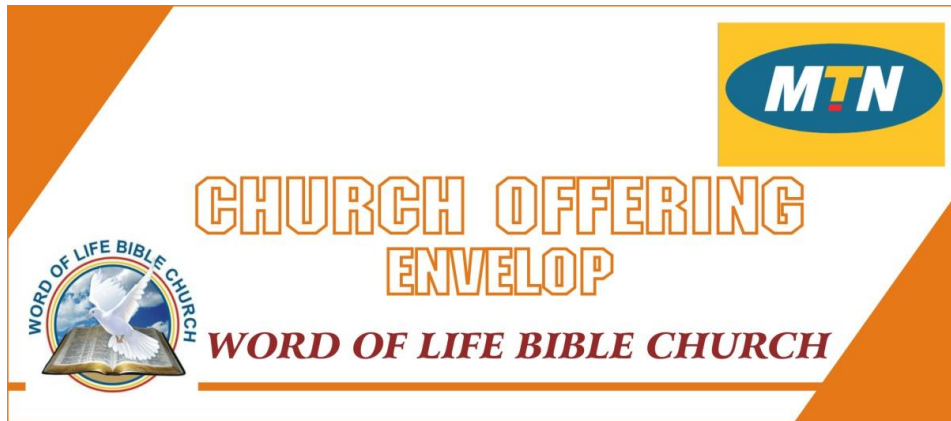


Figure: 3, church offering envelope advertising “MTN”

This kind of advertising interacts with the audiences directly; coupled with the higher populations of these church members. As the audience is collecting the envelope unknowing to them, they are been advertised to in a subtle manner, by the name and logo of the company printed at the right-hand corner of the envelope.

The church wrapper is a textile material wore by particular members of various church units. These church wrappers carried various inscriptions of the names of their unit and by so doing in carrying out the design of the textile materials wore by these members; a company can key into the design and use the medium for advertising of their products just like in the case of the design envelopes. Some sample of church wrapper wore by church organizations or units can be seen in figure; 5, 6,7and 8 respectively.

The communications of this kind of advertisements is intended to help promote a brand, product, service, organization, or idea. The message is typically designed to resonate with a group called a target audience, and the target audience in this situation consist of members of the various churches. Campaigns usually have specific objective, such as increasing product awareness or persuading people to try a service and to ensure that the target audience receives the messages that appears in the church offering envelope and wrapper carrying name logo and advertised products wore by church members.



Figure: 4 and 5 church wrappers belonging to Catholic Women Organisation of Nigeria wore by members that can be used as medium of advertisements similar to offering envelope advertising

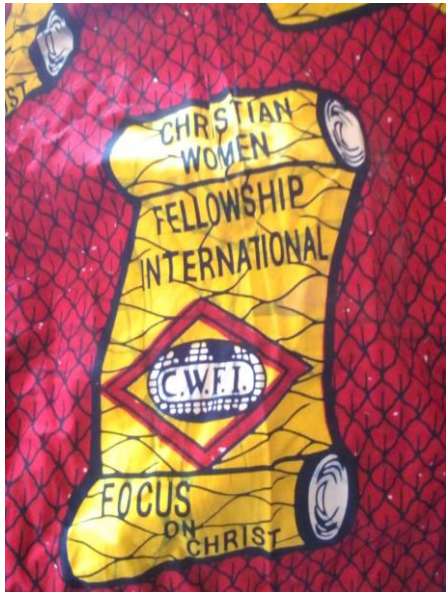


Fig: 6, Church wrapper of Christian Women Fellowship International.



Fig:7, Mother's Union Centenary wrapper

### Conclusion

Guerrilla advertising is the breath of fresh air, delivering message in unexpected forms that most of the time entertain the viewers. This happens because guerrilla advertising catches audiences in locations and situations where they are not expecting advertisements and where they are off guarded. Also, unlike traditional advertising, the unconventional advertisements do not use persuasive messages trying to convince the audience to buy, but rather they address to customer's subconscious creating memorable images of the promoted brands which last in the mind of the consumer.

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