

ambient

marketing

Łukasz P. Wojciechowski



# **Ambient marketing**

+ case studies in V4

“Creativity is more than just being different. Anybody can plan weird; that’s easy. What’s hard is to be as simple as Bach. Making the simple, awesomely simple, that’s creativity”

Charles Mingus

# Content

Introduction.....	7
1. Guerilla marketing principles.....	11
2. The term of Guerilla marketing.....	14
3. Characteristic of Guerilla marketing.....	18
4. Exposing of Guerilla marketing forms.....	23
5. Selected forms of Guerilla marketing.....	28
6. Context of performance Art.....	56
7. Characteristic of Ambient advertising.....	62
8. Definitions of Ambient advertisement.....	64
9. Ambient marketing essence.....	78
10. Rules of Ambient marketing.....	88
11. Opportunities and threats.....	99
12. Practical use.....	102
13. Case studies in the V4 countries.....	110
13.1. Hungary.....	110
13.2. Poland.....	114
13.3. Slovakia.....	118
13.4. Czech Republic.....	123
Conclusion.....	128
Annexes.....	131
Short dictionary.....	133
References.....	139
Sources of figures.....	146

## Introduction

The field of marketing and its related media is an issue than can be viewed and analyzed from different perspectives and through paradigms of several sciences. The issue of marketing and used media, in this case particularly ambient media, is pertracted in chapters of different publications all around the world, as well as in the Central European countries. The authors most often devote only few pages in their publications to the issue of guerilla marketing or ambient marketing (Frey, Kotler, Rajčák - Rajčáková and others)<sup>1</sup>, which most often focus on several forms of new tools or new trends also in terms of technological progress and financial affordability in the wider context. This issue is more comprehensibly processed in a simplified way in the book of J. Margolis, and P. Garrigan<sup>2</sup> abroad. If possible, the advertising market requires creative solutions affecting the precisely marked point. Clients require something different; something what will cause that their campaign will be much more recognizable, memorable and more effective. Creative implementation of media enables to avoid exerted practice in advertising (as known from surveys, the effect of classical forms of advertising is not sufficient)<sup>3</sup>, positive surprise of a recipient, and sometimes even arousing of admiration and appreciation. The aim of this publication was to create the first comprehen-

---

<sup>1</sup> FREY, P. (2011) Marketingová komunikace. Nové trendy 3.0.  
KOTLER, Ph. & KELLER, K. L. (2013) Marketing management  
RAJČÁK, M. & RAJČÁKOVÁ, E. (2012) *Marketingová komunikácia – aktuálne trendy, metódy a techniky*.

<sup>2</sup> MARGOLIS, J. & GARRIGAN, P. (2008) *Guerrilla Marketing For Dummies*.

<sup>3</sup> example - a survey published on Marketing Journal.cz, Available on the Internet: <[http://www.m-journal.cz/cs/aktuality/pruzkum--ceske-zeny-uz-klasicka-reklama-a-celebrity-tolik-neoslovuji\\_s288x11765.html](http://www.m-journal.cz/cs/aktuality/pruzkum--ceske-zeny-uz-klasicka-reklama-a-celebrity-tolik-neoslovuji_s288x11765.html)>

sive and systematizing publication presenting a variety of guerilla marketing expressions, and particularly extraordinary promotional means and forms of ambient marketing. This publication was formulated with respect to the topicality of this issue and a need to discuss this topic more consistently both for theorists and for implementation of these forms into current marketing practice. This publication is also devoted to readers who most often implement their marketing projects on their own with a small budget within small business companies, while they are able to achieve a success comparable to traditional forms and sometimes to large companies, organizations or firms.

So called Guerilla marketing that is very similar to the viral marketing by a type of its marketing and its form, has become more recognized recently, particularly abroad and partly also in the countries of the former Eastern Bloc. It is based on an advertisement strategy and promotion of products and services by using unconventional techniques customized to a target group. Taking into account particularities of this type of marketing communication, there are only few professional sources known at the moment (out of today's almost classical publication of J.C. Levinson<sup>4</sup>), that would try not only to describe this phenomenon, but also to explain it, analyze, sort or offer its analysis - there is not any comprehensive publication dealing with this theme available in our conditions which brings more complex view of this type of original communication and its application to the context of Visegrad countries, or the Central European context.

---

<sup>4</sup> The first publication in Czech language: LEVINSON, J. C. (2009) *Guerilla marketing*.

On the contrary, we record a wide variety of forms, tools, many times also ambiguity of definitions and frequency of replacements and inaccuracies in terminology, in professional or less professional resources, or creation of new names for this type of marketing communication. And exactly these intentions inspired us to write this publication, the aim of which is particularly to synthesize, systematize and explain elements typical for guerilla marketing, and mainly only of its fundamental element ambient advertising. This monography from the field of mass media and marketing science represents a contribution to answer several questions. It also uses case studies dealing with different campaigns presented in our media. This publication brings and processes different knowledge and information related to ambient forms of advertising that cannot be overlooked due to their nature, and which interact and attract the recipients. This selection of the publication's content is particularly affected by current absence of scientific and professional papers dealing with domestic campaigns. The presented campaigns meet requirements on alternative forms of communication that are not costly, but have significant impact as the forms of communications used on world markets with long-term tradition. Until now, the Central European context is outside the attention of professional public focusing on the topic of guerilla marketing that is very strong all around the world.

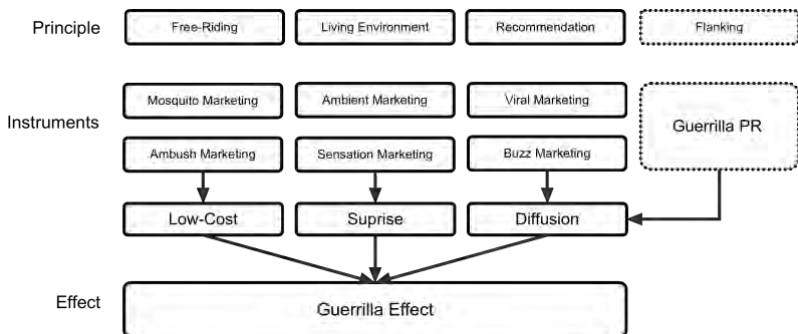
This monography presents inspiring information not only for mass media and marketing science, but also for related fields. A brief dictionary of terms mentioned in the text forms an enclosure to this publication.

This publication is devoted to scientific workers dealing with an issue of connection of marketing and media. However, results of the presented survey can be also used and applied to the field of media or art education and other related disciplines dedicated to the marketing and media communication and its creative, unforgettable and original effects and impacts.

# 1. Guerilla Marketing Principles

Many products have a problem to establish themselves on today's market crowded by products and services. Therefore, marketers are constantly looking for new methods how to make their product visible and recognized. So called Guerilla marketing that is very similar to the viral marketing by a type of its marketing and form, has become more recognized recently, particularly abroad and partly also in the countries of the former Eastern Bloc. It is based on an advertisement strategy and promotion of products and services by using unconventional techniques customized to a target group.

In its core, Guerilla marketing is based on existing verified and used marketing principles, which are, however, supplementary, creatively and originally used in adequate way. Therefore, Hutter and Hoffmann (2011) present a presence of benefits that have their basis in a beneficial relationship of costs for promotion and resultant effect (Scheme No. 1) as the main intention why companies and organizations start to implement guerilla marketing into their marketing targets.

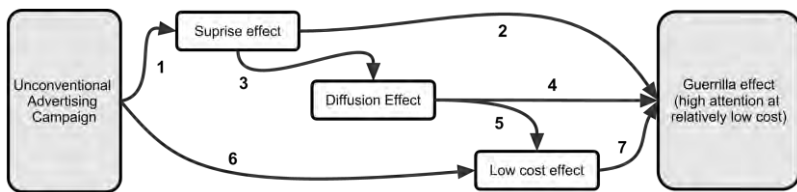


Scheme 1: Benefits and Guerilla Effect

The basic advantages of Guerilla marketing are based mainly in better attraction of customers' attention. To achieve this target, the marketing campaigns primarily focus on so called Surprise Effect in their first



phase, which they achieve by creation of a new and unconventional idea<sup>5</sup>. This idea must be communicated to as many people in the target group as possible by using of so called "multipliers". This phase is followed by the next phase called a phase of "Diffusion Effect" the aim of which is to stimulate consumers and/or media to spread the message further. It causes another effect, so called "Low Cost Effect"; it means that increasing Surprise Effect is aggregated by a number of persons in the target group, what finally decreases relative costs. Presented facts and relations are illustrated in the scheme No. 2.



Scheme 2: Basic effects of Guerilla marketing<sup>6</sup>

A fundamental principle of the Surprise Effect is the above mentioned taking of consumer's attention by unexpected activities and an effort to surprise them<sup>7</sup> and to remind them a brand. The advertisement principally uses mainly absurd, humor or shocking messages for this purpose. Particularly production of ambient marketing and sensation marketing use the Surprise Effect most often.

<sup>5</sup> FICHNOVÁ, K. (2013) Psychology of Creativity for Marketing Communication, Noailles : Association Amitié Franco-Slovaque.

FRANKOVÁ, E. (2011) Kreativita a inovace v organizaci. Praha : Grada.

UNCTAD, (2004) Creative Industries and Development. United Nations Conference on Trade and Development. UNITED NATIONS. Eleventh session São Paulo, 13– 18 June 2004. Distr. GENERAL TD(XI)/BP/13. 4 June 2004.

SZOBIOVÁ, E. (2004) Tvorivost' – od záhady k poznaniu. Chápanie, zisťovanie a rozvíjanie tvorivosti. Bratislava : Stimul, 2004

CSIKSZENTMIHALYI, M. (1996) Creativity: Flow and the Psychology of Discovery and Invention. New York : Harper Collins Publishers

<sup>6</sup> HUTTER, K. & HOFFMANN, S. (2011) *Guerrilla Marketing: The Nature of the Concept and Propositions for Further Research*. p 43.

<sup>7</sup> DERBAIX, C. & VANHAMME, J. (2000) *The 'you know what?' syndrome - how to use surprise for gaining success*.

MEYER, W.U. & NIEPEL, M. (1994) *Surprise*.

To fulfil the Diffusion Effect, it is necessary to expand the communication message among the consumers spontaneously (it saves costs necessary for traditional forms of communication). This target can be achieved, if we whip up emotions in consumers that will positively motivate them to share their own experiences with other people (it is a word-of-mouth communication that is described in more details in so called buzz agents below). The strategies of viral marketing buzz marketing<sup>8</sup> and guerilla public relations stimulate the Diffusion Effect in the best way.

The Low Cost Effect can be achieved in two ways. The first way is to affect, reach a wide audience or spending of small costs (at the level of reduction of relative costs per person). Dominance of this effect can be seen in ambush marketing most often.

---

8 HUGHES, M. (2008) Buzzmarketing: Get People to Talk About You Stuff.

placed on legally rented billboards. There are advertising places that can be rented by a customer for placing a poster, and so the customer can avoid a conflict with law. With regard to this fact, on the basis of a relationship with law the wild posting can be divided into legal and illegal<sup>52</sup>. Similarly, as other techniques presented above, this technique is not new and it is known for centuries; however, Guerilla marketing uses its visual and communication principle and gives it more creative and attractive form.

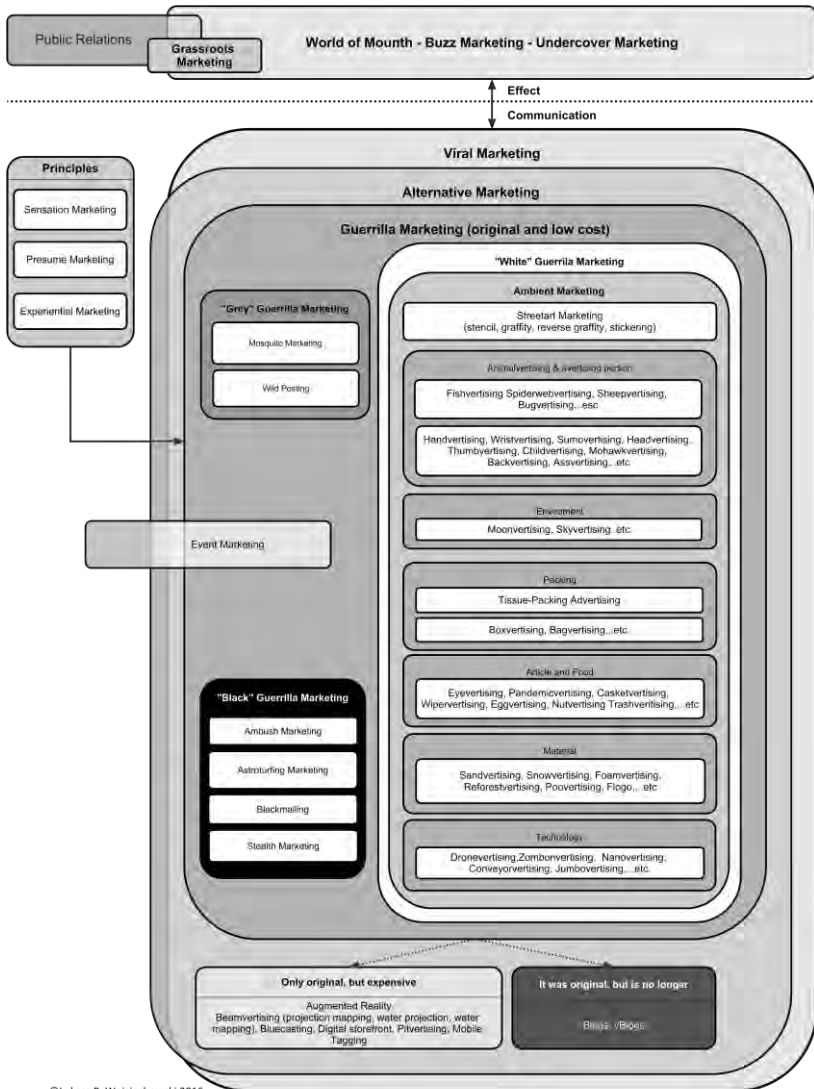
Ambient marketing: it uses untraditional media, such as shopping carts, large surfaces of the buildings, rubbish bins, lamps of the public lighting, benches (*Street furniture*) etc. The aim of the advertisement located in such untraditional place is to attract attention and to address a potential recipient. However, the selected localization should be associated with a message of the advertisement, so use of untraditional place was not purposeless. (These aspects are discussed in more details in the following chapters).

Ambient marketing uses untraditional media, such as shopping carts, large surfaces of the buildings, rubbish bins, lamps of the public lighting, benches (*Street furniture*) etc. The aim of the advertisement located in such untraditional place is to attract attention and to address a potential recipient. However, the selected localization should be associated with a message of the advertisement, so use of untraditional place was not purposeless. (These aspects are discussed in more details in the following chapters).

---

<sup>52</sup> MARGOLIS, J. & GARRIGAN, P. (2008) *Guerrilla Marketing For Dummies*.

With regard to a high degree of diversity of ambient production forms, we will discuss this type of Guerilla marketing into more details. It is necessary to note that separate types of Guerilla marketing and tools of ambient marketing exist in different symbiotic correlations. It is not possible to abstract separate types or tools and use them individually, because in addition to interconnection between them under the umbrella name Guerilla marketing, they inseparably exist in a larger system of marketing mix. Ambient marketing tools also point to the level of their similarity which is expressed in the way of their placement, implementation, time characteristics, material design and technological support. Therefore, we can speak about a certain coherence thanks to which these techniques can be assigned to ambient forms. It is also emphasized by a summary shown in the scheme No. 5. We know that it is not their full list and in some cases we can have reservations to eligibility to give different names only on the basis of material design.



Scheme 5: Scheme of relations of Guerilla marketing forms by Wojciechowski

## 13. Case Studies in the V4 Countries

### 13.1. Hungary

Campaign: *Don't Let Others Decide!*<sup>162</sup>

Author: *DDB Reklámügynökség Kft, Budapest*

Objective: *To activate and notify people on how it is important use our right to vote, but also to fulfill the obligation of a citizen and participate on decision-making process by participation in the elections in the next parliamentary elections in Hungary.*

People in Hungary lost their trust in politics and got uninterested in the upcoming parliament elections in 2010. The main idea of the campaign was to use ambient with the accompanying phrase in the form of a slogan - "Put your head into the sand or Go vote!" (figure No. 6). The installation was done on the truck with a tilting mechanism, while the platform of the truck was full of sand. They placed a figurine of a man in this part, who

---

<sup>162</sup> Processed on the basis of:

Available on the Internet:

<[http://adsoftheworld.com/media/ambient/hungarian\\_elections\\_bury\\_your\\_head\\_into\\_the\\_sand\\_or\\_go\\_vote](http://adsoftheworld.com/media/ambient/hungarian_elections_bury_your_head_into_the_sand_or_go_vote)>

Available on the Internet: <<http://blog.ddb.hu/2010/04/06/szavazz/>>

Available on the Internet:

<[http://fn.hir24.hu/ittthon/2010/04/07/homokos\\_babuval\\_kampanyolnak\\_video](http://fn.hir24.hu/ittthon/2010/04/07/homokos_babuval_kampanyolnak_video)>

Available on the Internet: <<http://www.facebook.com/szavazz?fref=ts>>

Available on the Internet: <<http://www.goldendrum.com/competition/showcase/winners-2010/?ID=27499>>

Available on the Internet:

<[http://www.hirado.hu/Hirek/2010/04/08/08/Furcsa\\_akcio\\_Homokkal\\_teli\\_auto\\_jarja\\_Budapest\\_utjait\\_.asp](http://www.hirado.hu/Hirek/2010/04/08/08/Furcsa_akcio_Homokkal_teli_auto_jarja_Budapest_utjait_.asp)>

Available on the Internet: <[http://www.nol.hu/belfold/20100410-holnap\\_voksol\\_az\\_oroszag](http://www.nol.hu/belfold/20100410-holnap_voksol_az_oroszag)>

Available on the Internet:

<[http://www.youtube.com/watch?feature=player\\_embedded&v=LCZCbKck3s](http://www.youtube.com/watch?feature=player_embedded&v=LCZCbKck3s)>

Available on the Internet: <<http://www.youtube.com/watch?v=CejA94Naal4&feature=plcp>>

Available on the Internet: <<http://www.youtube.com/watch?v=wCnXZN4lmw>>

Available on the Internet: <<http://www.youtube.com/watch?v=cNNTnAPkRvQ>>

## 13.2. Poland

Campaign: *Jeep - IN*

Author: *Leo Burnett Warsaw*

Objective: *Promote Jeep and gain brand awareness among young people, who are computer savvy digital locals*<sup>165</sup>.

The primary aim of the campaign conducted in August in 2011 was not to immediately disclose concerned people the idea which forms a final thought of the campaign. Indications were gradually disclosed what increased adventure expectance<sup>166</sup>. It was a campaign of so called *geocaching* which has been already known to some people more and to others less. This term is known for longer time all around the world and it is an outdoor recreational activity, in which participants use Global Position System (GPS) receivers or mobile devices to hide and seek hidden objects out of residential areas. It is an active way of spending of free time by searching for hidden caches by GPS coordinates<sup>167</sup>; in this case GPS coordinates were provided by the company Garmin which sends these coordinates to the mobile phones of their users.

After successful implementation of the project, the company decided to involve the company Jeep Poland into the extended phase and so to promote a new model of the motor vehicle Jeep Cherokee for 2012 in cross-promotion effective, but low-cost campaign.

---

<sup>165</sup> Available on the Internet: <https://www.coloribus.com/adsarchive/online/jeep-in-game-jeep-in-16104105/>

<sup>166</sup> Available on the Internet: <http://creativecriminals.com/mobile/jeep/jeep-in-game>

<sup>167</sup> KUBLINIÁK, M. (01.01.2006) *Čo je to geocaching* [In] Geocaching na Slovensku. Available on the Internet: <<http://www.geocaching.sk/co-je-to-geocaching.php>>

### 13.3. Slovakia

Campaign: Pink Squad

Author: *Wiktor Leo Burnett, Starmedia a Leopard Production*

Objective: *To launch Union as the 10th car insurance company on the market of mandatory car insurance.*

There was a campaign Pink Squad in Slovakia launched in 2009, where the members of Pink Squad are presented in TV, on Internet, in press, as well as in outdoor as a self-appointed commando. A primary slogan presented in this campaign was responsibility on the road. At the beginning, it was not clear, who is a client of this advertising. People filmed by a hand dynamic camera for providing the atmosphere of reality to live and dynamic record were wearing pink balaclavas. The atmosphere of confusion and mystery around the group was supported by guerilla attacks in the form of short *teasers* with a message on web campaigns<sup>181</sup>. According to initial information, irresponsible and arrogant drivers on the roads will not be checked only by police, but also by a group of five people with pink balaclavas on their heads. In the evening on 1 October, 2009 one-minute long "pirate video" *was broadcasted during the prime-time*. Alleged fighters fighting for culture on the road interrupted the broadcasting, namely a commercial advertising a yoghurt, in order to present the public their postulates. One woman and four men in balaclavas expressed their disagreement with "arrogance on the roads" addressing their words directly to irresponsible drivers in the premises of unknown and abandoned building; they were speaking to the camera, while the picture sometimes presented signs of lower quality of amateur video-camera and technical noise. „*We, Pink Squad, are always on the*

---

<sup>181</sup> STANKOVÁ, D. Available on the Internet: <<http://medialne.etrend.sk/marketing/ruzovi-kuklaciu-tocia-na-nezodpovednych-vodicov.html>>



## 13.4. Czech Republic

Campaign: *To Wash and to Iron*<sup>194</sup>

Author: *Prádelna a čistírna Sedlčany s.r.o., Prague*

Objective: *Drawing of attention to services of the company performed in Prague and acquiring of new clients.*

Untraditional campaign of the company Prádelna a čistírna Sedlčany s.r.o. of the entrepreneur Vladislav Kresl<sup>195</sup> appeared in 2009 in Prague. Graphic of stickers placed on a wagon of the laundry copied a graphic that is characteristic for police cars. As far as these graphics were very similar though not identical, the case caused a media sensation. Also, several Czech media were interested in this topic. By informing about this unusual campaign, they caused intensive discussions of the public about it at that time. A wagon of the laundry service of Mr. Vladislav Kresl raises both interest and worries of the passers-by in the streets (it expresses pre-

---

<sup>194</sup> Processed on the basis of:

Available on the Internet: <[http://zpravy.idnes.cz/nova-policejni-auta-maji-vyvolavat-respekt-fks-/domaci.aspx?c=A080213\\_211535\\_domaci\\_zra](http://zpravy.idnes.cz/nova-policejni-auta-maji-vyvolavat-respekt-fks-/domaci.aspx?c=A080213_211535_domaci_zra)>

<<https://www.novinky.cz/koktejl/158840-video-falesni-policiste-v-praze-perou-a-zehli.html>>

<<http://www.ceskatelevize.cz/ct24/regiony/1425678-policii-se-nelibi-auto-s-oznaceni-pradelna-prat-a-zehlit>>

<<http://business.center.cz/business/pravo/zakony/silnicni-provoz/cast1h2d3.aspx>>

<<http://markomu.cz/guerilla-marketing/>>

<<http://www.netradicniformy.cz/guerilla-marketing/guerilla-v-prikladech/>>

<<https://www.stream.cz/uservideo-215512/217798-policie-vs-pradelna>>

<<http://rejstrik.finance.cz/firma-pradelna-a-cistirna-sedlcany-s-r-o-61677388#vedeni-firmy>>

<<http://www.podnikator.cz/provoz-firmy/marketing/n:16508/Druhy-guerilla-marketingu>>

<<http://www.ceskatelevize.cz/ivysilani/10249971631-ekonomika/211411058390303/titulky>>

<<http://www.ceskatelevize.cz/ivysilani/10249971631-ekonomika/211411058390303/titulky>>

<[https://issuu.com/centrum\\_medialniho\\_vzdelavani/docs/metodick\\_\\_\\_opora\\_\\_mg\\_a\\_ict\\_na\\_s\\_\\_v](https://issuu.com/centrum_medialniho_vzdelavani/docs/metodick___opora__mg_a_ict_na_s__v)>

<<http://www.freshmarketing.cz/clanky/guerilla-marketing-neboli-partyzanska-propagace>>

<sup>195</sup> Media mentions *Vladislav Kresl* as the owner, despite the fact that Mr. František Kalát was the owner of the laundry at that time according to the Companies Register, while Kresl was a Chief Executive Officer in 2010. In 2012 the company went bankrupt.

## Short Dictionary

---

advertising person	In general, this term is used for an advertisement that is placed on people; it means that people are direct carries of the advertising information.
animalvertising	It is an advertisement placed on animals.
assvertising	It is an advertisement placed on the ass, e.g. as imprint on the back of swimsuits of models or in the form of imprint or painting directly on the skin of the back part of a body of carriers.
augmented reality	Technology enabling so called extended reality. A live direct or indirect view of a physical, real-world environment whose elements are augmented by computer-generated sensory input.
bagvertising	Advertisement placed on the shopping bags, while a handle of the bag, as well as the entire surface of the bag is used creatively, so together with a user they create a message being communicated.
beamvertising	Moving video projected on the walls of the buildings and fences by using a data-projector from a moving car directly in the streets.
blackmailing	Unethical form of advertisement based on denigrating of competitors, presenting of untruth, while the anonymity of Internet is used.
blogs	Originally weblog (we-blog - it means web diary). Blog enables registered users to publish their opinions, experiences, etc. to certain topics. Versions are <i>vlogs</i> (videoBlog – video publishing) or <i>photoBlog</i> (publishing of photographs).
bluecasting	It is a form of advertisement when the advertised information is distributed by <i>Bluetooth</i> technology.
boxvertising	Advertisement which uses properties of packing. Similarly, as

---

projection similar to *projection mapping*, but it uses water surface or water sprayed to the surrounding which forms a surface for projection.

---

wipervertising A form of advertising using windscreen wipers (mainly the rear ones) and their movement.

---

wristvertising Similarly as e.g. *headvertising*, this form is based on a tattoo with a logo or logotype on the wrist.

---

zambonivertising Advertisement placed and using *an ice resurfacers* – a technical device for maintenance of ice rink. For example, placement of a model of a razor on the machine.

## References

- ANUKAM, A. I. (2014) *Analysis of Guerrilla and Traditional Marketing Interface in Improving the Productivity of Organizational Marketing in Small and Medium Size Enterprises (SMEs) in Nigeria*. Available on the Internet: <[http://aripd.org/journals/jsbed/Vol\\_2\\_No\\_1\\_March\\_2014/10.pdf](http://aripd.org/journals/jsbed/Vol_2_No_1_March_2014/10.pdf)> [30. 04. 2015]
- AUGUSTÍN R & STANKOVÁ, D. (09.10.2009) Available on the Internet: <<http://medialne.etrend.sk/marketing/reklamy-s-ruzovymi-kuklacmi-uz-koncia-logom-union-poistovne.html>> [ 20.10.2016]
- AY, C. PINAR, A. & SINAN, N. (2010) Guerrilla marketing communication tools and ethical problems in guerilla advertising. [In] *American Journal of Economics and Business Administration*. Am. J. Econ. Bus. Admin., 2: 280-286. ISSN 1945-5488
- AZHARI, A. G. & KAMEN, J. F. (1984) Study shows billboards are more effective than recall, attitude change scores indicate. [In] *Marketing News*, 11/23/1984, Vol. 18 Issue 24, 11 p.
- BABIN, B. & HARRIS, E. (2014) *CB 6*. Stamford: Cengage Learning, 2014. 384 p.
- BANYÁR, M. (2011) Teoreticko-historicko-etické aspekty guerilla marketingu. [In] *Reklama 11* [electronic source]. Bratislava : Book & book, pp. 189-221. Available on the Internet: <<https://fphil.uniba.sk/uploads/media/Reklama-11.pdf>> [30. 04. 2015]
- BARNES, J. (1999) *Creating a difference with ambient media*. Admap, 34: 46-49. ISSN 0001-8295
- BENNETT, G. et al. (2007) *Lifestyles of the Ad Averse*. ESOMAR, June 2007
- BERNHARD, M. et al. (1996) *Universální lexikon umění : architektura, fotografie, grafika, malířství, osobnosti, sochařství, umělecká řemesla*. Praha : Grafoprint-Neubert : Knižní klub, 491 p.
- BHARGAVA, M. & DONTU, N. (1999) Sales response to outdoor advertising. [In] *Journal of Advertising Research*. Jul/Aug. 1999, 39, 4, 7-18. ISSN 0021-849
- BRACE, I. (2007) Ad rejecters as avoiders. [In] *Admap Magazine*, January, Issue 479. pp. 20-22. ISSN 0001-8295
- BROSZKO, K. (2011) Dostupné na internete: <[http://pieniadze.gazeta.pl/Gospodarka/1,123716,10585391,Ambient\\_\\_\\_szach\\_mat\\_reklamy.html](http://pieniadze.gazeta.pl/Gospodarka/1,123716,10585391,Ambient___szach_mat_reklamy.html)> [10.04.2014]
- BROWN Millward SMG/ KRC, november 2009: Available on the Internet: <[http://www.touch-ideas.com/PDF/Trendy\\_w\\_budowaniu\\_marek.pdf](http://www.touch-ideas.com/PDF/Trendy_w_budowaniu_marek.pdf)> [11.04.2014]
- BUČINA, T. (2011) *Ambientní a interagující média v marketingových komunikacích a jejich přijímání spotřebiteli*. Zlín: Univerzita Tomáše Bati ve Zlíně, 98 p.
- ČÁBYOVÁ, L. (2012) Komunikačná stratégia v mediálnom marketingu. In: *Teoretické a praktické východiská marketingovej komunikácie II. : marketingové komunikačné stratégie, corporate identity, moderná žurnalistika a semiotika*. editori: Dana Petranová, Martin Solík ; recenzenti: Hana Pravdová, Ondřej Roubal. - 1. vyd. - Trnava : Fakulta masmediálnej komunikácie UCM v Trnave, pp. 71-97
- CLOW, K. E. & BAACK, D. (2008) *Reklama, propagace a marketingová komunikace*. Brno: Computer press. 504 p.
- CSIKSZENTMIHALYI, M. (1996) *Creativity: Flow and the Psychology of Discovery and Invention*. New York : Harper Collins Publishers, 456 p.
- DAHL, D.W., FRANKENBERGER, K.D. & MANCHANDA, R. V. (2003) *Does it Pay to Shock? Reactions to Shocking and Nonshocking Advertising Contents Among University Students*. [In] *Journal of Advertising Research*, Sep 2003, 43 (3) 268-280. ISSN 0021-849

- DAHLÉN, M., FRIBERG, L. & NILSSON, E. (2009) Long live creative media choice. [In] *Journal Of Advertising*, Vol. 38, No. 2, pp. 121-129. ISSN 0091-3367
- DALE, E. (1969) Cone of Experience. In: *E. Dale, Audiovisual Methods in Teaching*. NY: Dryden Press.
- DELANA (2008) Available on the Internet: <<http://weburbanist.com/2008/07/01/what-is-guerrilla-marketing/>> [10.02.2014]
- DERBAIX, C. & VANHAMME, J. (2000) The 'you know what?' syndrome - how to use surprise for gaining success. [In] WIERENGA, B., SMIDTS, A., & ANTONIDES, G. (ed.), *Proceedings of the 29th conference of the European Marketing Academy*, 23-26 May 2000, Rotterdam : Erasmus University Rotterdam.
- ĐURKOVÁ, K. (2011) Public relations (PR). [In] *Media relations II*. (ed.) PETRANOVÁ, & D. ČÁBYOVÁ, L. Trnava : Fakulta masmediálnej komunikácie UCM v Trnave, 2011. 388 s
- EAGLE, L., DAHL, S., CZARNECKA, B. & LLOYD, J. (2014) *Marketing Communications*. New York: Routledge, 444 p.
- EAST, R. (1997) *Consumer Behaviour: Advances and Applications in Marketing*. London : Prentice Hall. 384 p.
- EL-MURAD, J. & WEST, D.C. (2004) The Definition and Measurement of Creativity: What Do We Know? [In] *Journal of Advertising Research*, Jun 2004, 44 (2) 188-201. ISSN 0021-849
- FICHNOVÁ, K (2007) Kreativita a marketingová komunikácia [In] (KO)MEDIA: *sborník konferenčných príspevků*. Zlín: 24.-25. 10. 2007. Zlín : Univerzita Tomáše Bati, pp. 20-27
- FICHNOVÁ, K. (2009) Kreativita, masmediálna a marketingová komunikácia: kreativita a jej prezentovanie v periodickej tlači určenej pre odborníkov v oblasti marketingovej komunikácie. [In] *Európske kontexty interkultúrnej komunikácie*, Nitra : UKF.
- FICHNOVÁ, K. (2013) *Psychology of Creativity for Marketing Communication*. Noailles : Association Amitié Franco-Slovaque. 120 p.
- FICHNOVÁ, K., MIKULÁŠ, P. & WOJCIECHOWSKI L. P. (2012) Similarities and Differences between social Networking Services in Poland and Slovakia. [In] *Annales Universitatis Paedagogicae Cracoviensis : Studia Linguistica* VII. Dialog z tradycją, Vol 115, no. 7, part. 2, p. 94-105. ISSN 2083-1765
- FRANKOVÁ, E. (2011) *Kreativita a inovace v organizaci*, Grada : Praha, 256 p.
- FREY, P. (2011) *Marketingová komunikace. Nové trendy 3.0*. Brno : Management Press. 212 p.
- FREY, P. (2005) *Marketingová komunikace: Nové trendy a ich využitie*. 1. vydanie. Praha: Management Press. 111 p.
- FRIČ, A. (2014) Street art ako súčasť kreatívneho vzdelávania umeleckých pedagógov. [In] *Kreatívne reflexívne emocionálne alternatívne umelecké vzdelávanie*, VALACHOVÁ, D. et. al. (ed.). Zohor : Virvar, s.r.o., 2014. 372 p.
- FRIDRICH, R., BLUM, S., PETERSON, M. & KOSTER A. (2010) *The Rise of Generation C Implications for the World of 2020*. Booz & Company Inc. Dostupné na internete: <[http://www.booz.com/media/uploads/Rise\\_Of\\_Generation\\_C.pdf](http://www.booz.com/media/uploads/Rise_Of_Generation_C.pdf)> [10.02.2014]
- GAJDKA, K. (2012) *Rzecznik prasowy w otoczeniu mediów. Teoria i praktyka*. Kraków : Universitas. 296 p.
- GERO, Š. (2012) *Komunikácia - umenie – marketing*. Nitra : UKF, 323 p.
- GERŽOVÁ, J. (1999) *Slovník světového a slovenského výtvarného umenia druhej polovice 20. storočia*. Kruh súčasného umenia PROFIL. 320 p.
- GOŁUCHOWSKI, J. & LOSA-JONCZYK A. (2013) Wykorzystanie nowych mediów w promocji idei społecznej odpowiedzialności uczelni [In] *Studia Ekonomiczne* 157, pp. 67-78. ISSN 2083-8611
- GOODSALL, J. (1999) *Ruski goes feather for leather for Mardi Gras*, AdNews, 17 December.
- GRIFFIN, J. (1. november 2015) *Light Years Ahead: Interview with Robert Irwin*. Available on the Internet: <<http://www.apollo-magazine.com/apollo-artist-interview-with-robert-irwin/>>
- HARTLEY, J. (1989) *Understanding News*. London : Methuan & Company Ltd, 203 p.

- HATALSKA, N. (2002) *Niestandardowe formy promocji*. Marketing i Rynek, 11/2002, pp. 7-12. ISSN 1231-7853
- HATALSKA, N. (2008) *Nie tylko wielka piątka, czyli ambient media i marketing szepczany jako alternatywne formy komunikacji*. [In] *Reklama i PR na rozdrożu?* MRUK, H. (ed.) Poznań : Wydawnictwo Forum Naukowe, pp. 51-61.
- HAUSER, E. (2008) Available on the Internet: <<http://www.experientialforum.com/>> [21.10.2014]
- HESKOVÁ, M. & ŠTRACHOŇ, P. (2009) *Marketingová komunikace a moderní trendy v marketingu*. Praha : Nakladatelství Oeconomica, 180 p.
- HOLÝ, T. 16. 01. 2009. Available on the Internet: <<https://www.novinky.cz/kotekj/158840-video-falesni-policiste-v-praze-perou-a-zehli.html>> [ 13.10.2016]
- HORKY, V. (2009) Available on the Internet: <<http://www.guerrillaonline.com/cs/Alternative-marketing-73.htm>> [20.11.2014]
- HORKY, V. (2009) Available on the Internet: <<http://www.guerrillaonline.com/cs/Experiential-marketing-74.htm>> [20.11.2014]
- HORKY, V. (2009) Available on the Internet: <<http://www.guerrillaonline.com/cs/Presume-marketing-75.htm>> [20.11.2014]
- HORKY, V. (2009) Available on the Internet: <<http://www.guerrillaonline.com/cs/Wild-posting-70.htm>> [20.11.2014]
- HORKY, V. (2009) Available on the Internet: <<http://www.guerrillaonline.com/cs/Guerrilla-Marketing-types-65.htm>> [20.11.2014]
- HORKY, V. (2009) Available on the Internet: <<http://www.guerrillaonline.com/cs/Undercover-marketing-68.htm>> [20.11.2014]
- HORKY, V. (2009) *What is Guerilla Marketing*. [online]. Inspiro Solutions. Available on the Internet: <<http://www.guerrillaonline.com/cs/What-is-Guerrilla-Marketing-9.htm>> [cit. 2015-03-20].
- HUGHES, M. (2008) *Buzzmarketing: Get People to Talk About Your Stuff*. New York : Portfolio Penguin Group. 256 p.
- HUTTER, K. & HOFFMANN, S. (2011) Guerilla Marketing: The Nature of the Concept and Propositions for Further Research. [In] *Asian Journal of Marketing*, Volume 5, Issue 2, pp. 39-54 ISSN 1819-1924
- HUTTER, K. & HOFFMANN, S. (2011) Guerilla-Marketing – eine nüchterne Betrachtung einer vieldiskutierten Werbeform. [In] *International Journal of Marketing*. Volume 50, Issue 2 , pp. 121-135. Online ISSN 1867-8882
- INGRAM, A. (2006) The Challenge of Ad Avoidance. *Admap*, May 2006, Issue 472, pp. 30-32. ISSN 0001-8295
- INŠTITORISOVÁ, D., FUJÁK, J. & KAPSOVÁ, E. (2011) Divadelnosť výrazu. [In] PLESNÍK, L. Et .al. (eds.) *Tezaurus estetických výrazových kvalít*. Nitra : UKF. pp. 411-418.
- IVES, N. (2004) Guerilla campaigns are going to extremes, but will the message stick? [In] *New York Times* : June 24, pg. C.6
- Jeep-In Turns Poland into a Big treasure map. [online]. 2012 Available on the Internet: <<https://www.youtube.com/watch?v=1slpWJNMUHQ>> [ 15.10.2016]
- JURCA, M. A. & PLĂIAȘ, I. (2013) *Schema Congruity – A Basis For Evaluating Ambient Advertising Effectiveness*. Available on the Internet: <<http://steconomicueoradea.ro/anale/volume/2013/n1/187.pdf>> [12.10.2014]
- KALDUNEK-SOROCZYŃSKA, M., MAŁKOWSKA-SZOZDA, A. & PREWĘCKA, K. (2002) Burza mózgów, czyli ambient media. [In] *Media i Marketing Polska*, 2/2002, pp. 14-15. ISSN 1507-174X

- KASZUBA, Ł. (2014) *Ambient media w Polsce. Zastosowanie Ambient Mediów dla celów promocyjnych na przy- kładzie wybranych kampanii marketingowych w Polsce*. Available on the Internet: <<http://www.slideshare.net/ukaszKaszuba/ambient-media-w-polsce>> [23.10.2013]
- KING, K. & TINKHAM, S.F. (1989) The learning and retention of outdoor advertising [In] *Journal of Advertising Research*, Dec. 1989 –Jan.1990, pp. 47-51. 0021-8499
- KOTLER, Ph. & KELLER, K. L. (2013) *Marketing management*. Praha : Grada. 819 p.
- KOVER, A. J., GOLDBERG, S. M. & JAMES, W. L. (1995) Creativity vs. Effectiveness? [In] *Journal of Advertising Research*. Vol. 35, No. 6, November/December 1995. ISSN 0021-8499.
- KRAUSACK, D. (2008) Ambient media-how the world is changing. *Admap Mag*, Issue 472, pp. 24-26. ISSN 0001-8295
- KROUŠEK, J. (2011) Právne aspekty guerilla marketingu. [In] HORŇÁK, P. & VOPÁLENSKÁ, E. et al. (ed.) *Marketingová komunikácia a médiá 10: Zborník vedeckých štúdií z oblasti histórie a teórie marketingovej komunikácie a médií*. 1. vyd. Bratislava: Book & Book Publisher, pp. 274 – 347.
- KUBLINIÁK, M. *Čo je to geocaching*. In *Geocaching na Slovensku* (01.01.2006) Available on the Internet: <<http://www.geocaching.sk/co-je-to-geocaching.php>> [11.01.2015]
- LEE YUEN, M. & DACKO, S. (2011) Ambient marketing - towards a modern definition. [In] PATTERSON, A. & OAKES, S. (ed) *Proceedings of the Academy of Marketing Conference 2011 Marketing Fields Forever*, Liverpool : Academy of Marketing.
- LEVINSON, J. C. & GODIN, S. (1994) *The Guerrilla Marketing Handbook*. Chicago : Dearborn Company Publisher. 396 p.
- LEVINSON, J. C. & GODIN, S. (2006) *Marketing partyzancki. Jak prowadzić domową firmę*. Gliwice : Helion. 258 p.
- LEVINSON, J. C. (2003) *Guerrilla Marketing in a Tough Economy: To succeed during an economic rough patch, you have to think and act like a successful guerrilla marketer*. The Entrepreneur.com November 17, 2003, Dostupné na internete: <<http://www.entrepreneur.com/article/65486>> [17.09.2015]
- LEVINSON, J. C. (2009) *Guerrilla marketing*. Brno : Computer Press, 336 p.
- LEVINSON, J. C. (2011). *What is guerrilla marketing?* Available on the Internet: <<http://www.gmarketing.com/articles/4-what-is-guerrilla-marketing>> [17.09.2013]
- LEWIS, H. G. & NELSON, C. (2000) *Podręcznik reklamy Advertising Age*. Warszawa : WIG-press. 262 p.
- LOCKE, C. et al. *The Cluetrain Manifesto: the End of Business as Usual*, Available on the Internet: <<http://www.cluetrain.com/book/index.html>> [12.11.2013]
- LUM, R. *Jeep-In Turns Poland into a Big treasure map*. 2012. Available on the Internet: <<http://www.creativeguerrillamarketing.com/guerrilla-marketing/jeepin-turns-poland-big-treasure-map/>> [ 13.10.2016]
- LUXTON, S. & DRUMMOND, L. (2000) What is this thing called ambient advertising? [In] *Proceedings of the Australia and New Zealand Marketing Academy Conference 2000*, Gold Coast, Australia, pp. 734-738.
- MAGO Z. (2015) Implicit in-game advertising: the tool of self-promotion and cross-promotion in digital games [In] *Analyza a výskum v marketingovej komunikácii*. ISSN 1339-3715, Roč. 3, č. 1 (2015), pp. 30-38.
- MAGO Z. (2015) Tetris and Gamification in Marketing Communication. [In] BÁRTEK, T. MIŠKOV J., ŠVELCH. J (eds.) *New Perspectives in Game Studies: Proceedings of the Central and Eastern European Game Studies Conference Brno 2014.* Brno : Masaryk University, pp. 91-107.
- MALÍČKOVÁ, M. (2008) *Hra (nie)len ako estetický fenomén: hra, filmová fikcia a problém estetickej dištancie*. Nitra : UKF, 149 s.

- MARCHINI, R. & TEBBUTT, K. (2007) *Security and Surveillance, Bluespam: Is it legal?* Available on the Internet: <[http://www.dechert.com/files/Publication/c85a1f90-7c38-4c41-af86-45ccf68da685/Presentation/PublicationAttachment/e774084f-3e44-4567-a086-568e7c2389d1/WDPFR0707\\_marchini-tebbutt.pdf](http://www.dechert.com/files/Publication/c85a1f90-7c38-4c41-af86-45ccf68da685/Presentation/PublicationAttachment/e774084f-3e44-4567-a086-568e7c2389d1/WDPFR0707_marchini-tebbutt.pdf)> [11.05.2014]
- MARGOLIS, J. & GARRIGAN, P. (2008) *Guerrilla Marketing For Dummies*. Indiana : Wiley Publishing, 384 p.
- Marketing Charts. Alternative Out-of-Home Media Spending Soars 27%. April 30, 2007. Available on the Internet: <<http://www.marketingcharts.com/traditional/alternative-out-of-home-media-spending-soars-27-301/>> [25.02.2016]
- MARKETING JOURNAL.CZ, Available on the Internet: [http://www.m-journal.cz/cs/aktuality/pruzkum--ceske-zeny-uz-klasicka-reklama-a-celebrity-tolik-neoslovuji\\_\\_s288x11765.html](http://www.m-journal.cz/cs/aktuality/pruzkum--ceske-zeny-uz-klasicka-reklama-a-celebrity-tolik-neoslovuji__s288x11765.html)
- Marketing-Schools.org. *In-game marketing*. [online]. 2012 Available on the Internet: <<http://www.marketing-schools.org/types-of-marketing/user-generated-marketing.html>> [12.10.2016]
- MARRS, M. (2014) Available on the Internet: <<http://www.wordstream.com/blog/ws/2014/09/22/guerrilla-marketing-examples>> [11.04.2015]
- MCLUHAN, M. (1967) *The Medium is the Massage: An Inventory of Effects*. City of Westminster : London Penguin Books,. 157 p.
- MEYER, W. U., & NIEPEL, M. (1994). *Surprise*. [In] RAMACHANDRAN, V. S. (ed.), *Encyclopedia of human behavior* (Vol. 4, pp. 353-358). Orlando, FL: Academic Press.
- MIKO, F. (1988) *Umenie lyriky*. Bratislava : Slovenský spisovateľ, 284 p.
- MIKULÁŠ, P. (2012) Selekcia celebrity doporučovateľov v marketingovej komunikácii. [In] *(Ko)media : vedecký zborník z medzinárodnej vedeckej konferencie*, Praha 11. října 2012. s 1-9. Praha : Vysoká škola finanční a správní.
- NAIR, T. (2011) Available on the Internet: <<http://www.buzzle.com/articles/types-of-guerrilla-marketing.html>> [14.03.2014]
- OGONOWSKA, A. (2014) *Twórcze metafory medialne*. Kraków : Universitas. 292 p.
- PALUCHOWSKI, W. J. & MARCINIAK, M. Available on the Internet: <<http://yadda.icm.edu.pl/yadda/element/bwmeta1.element.ekon-element-000150326446>> [11.10.2014]
- PATALAS, T. (2009) *Guerrilový marketing: Jak s malým rozpočtem dosáhnout velkého úspěchu*. 1. vydanie. Praha: Grada Publishing. 192 p.
- PATALAS, T. (2009) *Guerrilový marketing: jak s malým rozpočtem dosáhnout velkého úspěchu*, Praha : Grada Publishing. 192 p.
- PATERA, J. (19.09.2011) *Kukláči otevřeli Pandorinu skříňku* Available on the Internet: <<http://mam.ihned.cz/c1-52874500-kuklaci-otevrel-i-pandorinu-skrinku>> [ 14.10.2016]
- PAVEL, C. & ČÁTOIU, I. (2009) Unconventional advertising for unconventional media. [In] *Revista Economică*, Vol. 2, pp. 142-145. ISSN 1582-6260
- PAVLŮ, D. (2009) *Veletrhy a výstavy – kultura, komunikace, multimedialita, marketing*. Praha: Professional Publishing. 380 p.
- PETRANOVÁ, D. & VRABEC, N. (2013) *Persuázie a médiá*. Trnava : Univerzita sv. Cyrila a Metoda v Trnave, 164 p.
- Philippine Business (2008) Available on the Internet: <<http://pinoynbusiness.org/2008/12/10/the-10-types-of-guerrilla-marketing/>> [08.01.2015]
- PML Group (2011) *The Ambient/Digital ooh Advertising Market 2010*. February. Available on the Internet: <[http://www.ambientplus.ie/pdfs/Ambient\\_Digital%202010%20Review.pdf](http://www.ambientplus.ie/pdfs/Ambient_Digital%202010%20Review.pdf)> [10.11.2014]



- Posterscope Newsletter Issue 4 (2000). Available on the Internet: <<http://www.posterscope.com/>>
- PQ Media LLC. Global Digital Out-of-Home Media Forecast 2009-2014 3rd Edition. Available on the Internet: <<http://www.pqmedia.com/execsummary/DOOH09-Executive-Summary.pdf>> [25.02.2016]
- RAJČÁK, M. & RAJČÁKOVÁ, E. (2012) *Marketingová komunikácia – aktuálne trendy, metódy a techniky*. Trnava : Univerzita sv. Cyrila a Metoda v Trnave, 143 p.
- ROUSE, M. (2006) Available on the Internet: <<http://searchcrm.techtarget.com/definition/astrourfing>> [11.11.2014]
- RUHRBERG, K., SCHNECKENBURG, M., FRICKE, Ch., HONNEF, K. & WALTHER, I. F. (2004) *Umění 20. století*. Bratislava : Slovart, 840 p.
- SALZMAN, M. (2003) *Buzz: Harness the Power of Influence and Create Demand*. New Jersey : John Wiley & Sons, Hoboken, 256 p.
- SAMBORSKI, R. (2001) *Ambient – myslenie o reklamie*. Brief, 52/2001. ISSN 1508-5406
- SCHIFFMAN, L. & KANUK, L. (2009) *Consumer Behaviour*, 10th Edition, Sydney : Prentice Hall, 600 p.
- SHANKAR, A. & HORTON, B. (1999) Ambient media - advertising's new media opportunity? [In] *International Journal Of Advertising*, Vol. 18, No. 3, pp. 305-321. ISSN 0265-0487
- ŠKUTKOVÁ, J. (2010) Znalosť ľudskej mysle pomôže marketingu k úspechu. [In] *Zisk*, október 2010 ISSN 1339-2433
- ŠRAMOVÁ, B. et. al. (2011) Využívanie inovatívnych metód v príprave marketérov, 2011. In. Moderní vzdělávací postupy ve výuce marketingové komunikace v rámci terciárního vzdělávání : zborník z vědecké konference, která se koná ve dnech 19. – 20. května 2011 v Kongresovém centru Vysoké školy finanční a správní (VŠFS) v Praze. - Praha : Vysoká škola finanční a správní. p. 1-9.
- SMILANSKY, S. (2009) *Experiential Marketing: A Practical Guide to Interactive Brand Experiences*. Kogan Page Publishers, 272 p.
- SOLÍK, M. (2014) Semiotic approach to analysis of advertising [In] *European Journal of Science and Theology*. ISSN 1841-0464, Vol. 10, suppl. 1, pp. 207-217.
- STANKOVÁ, D. (02.10.2009) Available on the Internet: <<http://medialne.etrend.sk/marketing/ruzovikuklaci-utocia-na-nezodpovednych-vodicov.html>> [ 19.9.2016]
- ŠTOFKO, M. (2007) *Od abstrakcie po živé umenie - Slovník pojmov moderného a postmoderného umenia*. Bratislava : Slovart, 312 p.
- ŠTRBOVÁ, E. (2012) *Organizácia a motivácia v event marketingu*. Nitra : UKF, 108 p.
- STROMNESS, C. *5 reasons to embrace in-game mobile advertising* 20.11.2012. Available on the Internet: <<http://www.imediainconnection.com/content/33130.asp>> [16.9.2016]
- SVĚTLÍK, J. (2009) *Marketingové řízení školy*. Praha : Wolters Kluwer, 2009. - 328 p.
- SZOBIOVÁ, E. (2004) *Tvorivost' – od záhady k poznaniu. Chápanie, zisťovanie a rozvíjanie tvorivosti*. Bratislava: Stimul, 2004, 371 p.
- SZYSZKA, M. (2013) *Kształtowanie wizerunku instytucji pomocy społecznej w mediach*. Warszawa : Centrum Rozwoju Zasobów Ludzkich, 164 p.
- Trust in Advertising, a global Nielsen consumer report 2013 [In] *Nielsen Global Online Consumer Survey*. Available on the Internet: < <http://www.nielsen.com/us/en/insights/news/2013/under-the-influence-consumer-trust-in-advertising.html>> [11.04.2013]
- UNCTAD (2004) *Creative Industries and Developmen*. United Nations Conference on Trade and Development. UNITED NATIONS. Eleventh session São Paulo, 13– 18 June 2004. Distr. GENERAL TD(XI)/BP/13. 4 June 2004. Available on the Internet: <[http://unctad.org/en/Docs/tdxibpd13\\_en.pdf](http://unctad.org/en/Docs/tdxibpd13_en.pdf)> [14.08.2013]
- VYSEKALOVÁ, J. & KOMÁRKOVÁ, R. (2002) *Psychologie reklamy*. Praha: Grada Publishing. 228 p.

- WALOTEK-ŚCIAŃSKA, K. (2015) *Teatry publiczne w województwie śląskim a social media*. Katowice : Wydawnictwo Naukowe Śląsk. 292 p.
- WASIK, B. (2009) *And Then There's This: How Stories Live and Die in Viral Culture*. London : Penguin, 2009. 208 p.
- WĘGRZYŃ, M. (2002) Wyróżnić się za wszelką cenę. *Gazeta Prawna*, 241(846)/2002 Available on the Internet: <<http://www.gazetaprawna.pl/dzialy/1.html?numer=846&dok=846.1.14.2.21.1.0.3.htm37>> [18.09.2013]
- WEHLEIT, K. (2003) Ambient Media: the Key to Target Group Communication. *Admap*, May 2003. Available on the Internet: <<http://www.docshut.com/kmyqvi/ambient-media-the-key-to-target-group-communication.html>> [17.09.2013]
- WILCZEK, P. & FERTAK, B. (2004) Ambient media, media tradycyjne – konkurencja czy współpraca? [In] *Brief* 58/2004. ISSN 1508-5406
- WOŹNIAK, J. (2012) *Neuromarketing 2.0. Wygraj wojnę o umysł klienta*. Gliwice : Onepress. 232 p. Available on the Internet: <[http://adsoftheworld.com/media/ambient/hungarian\\_elections\\_bury\\_your\\_head\\_into\\_the\\_sand\\_or\\_go\\_vote](http://adsoftheworld.com/media/ambient/hungarian_elections_bury_your_head_into_the_sand_or_go_vote)> [10.09.2013]
- Available on the Internet: <<http://www.cim.co.uk/Resources/JargonBuster.aspx>> [13.08.2013]
- Available on the Internet: <<http://www.creativeguerrillamarketing.com/guerrilla-marketing/fiftyfiftys-frozen-cinema-simulates-being-homeless-in-guerrilla-campaign/>> [13.12.2013]
- Available on the Internet: <<http://www.facebook.com/szavazz?fref=ts>> [13.04.2014]
- Available on the Internet: <<http://www.guerrillaconsulting.com/downloads/g-guide.pdf>> [10.09.2014]
- Available on the Internet: <[http://www.krewcykrawcy.pl/Raport\\_Rynek\\_ambientu\\_w\\_Polsce\\_oceny\\_i\\_opinie.pdf](http://www.krewcykrawcy.pl/Raport_Rynek_ambientu_w_Polsce_oceny_i_opinie.pdf)> [10.02.2014]
- Available on the Internet: <[http://www.nol.hu/belfold/20100410-holnap\\_voksol\\_az\\_orzag](http://www.nol.hu/belfold/20100410-holnap_voksol_az_orzag)> [15.03.2014]
- Available on the Internet: <[http://www.youtube.com/watch?feature=player\\_embedded&v=LCZCbKCKb3s](http://www.youtube.com/watch?feature=player_embedded&v=LCZCbKCKb3s)> [19.03.2013]
- Available on the Internet: <<http://www.youtube.com/watch?v=CejA94Naal4&feature=plcp>> [19.02.2013]
- Available on the Internet: <<http://www.youtube.com/watch?v=cNNTnAPkRvQ>> [21.02.2013]
- Available on the Internet: <<http://www.youtube.com/watch?v=wCnXZN4lmiw>> [29.03.2013]
- Available on the Internet: <<https://www.youtube.com/watch?v=oVD59paB0bE>> [11.10.2016]
- Available on the Internet: <[http://blog.wlb.sk/wp-content/uploads/5206778586\\_0ae7188e71\\_b.jpg](http://blog.wlb.sk/wp-content/uploads/5206778586_0ae7188e71_b.jpg)> [9.10.2016]
- Available on the Internet: <<http://business.center.cz/business/pravo/zakony/silnicni-provoz/cast1h2d3.aspx>> [21.9.2016]
- Available on the Internet: <<http://creativecriminals.com/mobile/jeep/jeep-in-game>> [8.9.2016]
- Available on the Internet: <<http://creativity-online.com/work/jeep-jeepin/25876>> [13.10.2016]
- Available on the Internet: <<http://eagri.cz/public/web/mze/legislativa/ostatni/100075907.html>> [26.9.2016]
- Available on the Internet: <<http://markomu.cz/guerilla-marketing>> [22.10.2016]
- Available on the Internet: <<http://rejstriky.finance.cz/firma-pradelna-a-cistirna-sedlcany-s-r-o-61677388#vedeni-firmy>> [13.10.2016]
- Available on the Internet: <<http://www.advertolog.com/jeep/online/jeep-in-16104105/>> [30.9.2016]
- Available on the Internet: <<http://www.ceskatelevize.cz/ct24/regiony/1425678-policii-se-nelibi-auto-s-oznacenim-pradelna-prat-a-zehlit>> [15.9.2016]

Available on the Internet: <<http://www.ceskatelevize.cz/ivysilani/10249971631-ekonomika/211411058390303/titulky>> [8.10.2016]

Available on the Internet: <<http://www.creativeguerrillamarketing.com/guerrilla-marketing/jeepin-turns-poland-big-treasure-map/>> [13.10.2016]

Available on the Internet: <<http://www.freshmarketing.cz/clanky/guerilla-marketing-neboli-partyzanska-propagace>> [19.10.2016]

Available on the Internet: <<http://www.netradicniformy.cz/guerilla-marketing/guerilla-v-prikladech/>> [16.10.2016]

Available on the Internet: <<http://www.podnikator.cz/provoz-firmy/marketing/n:16508/Druhy-guerilla-marketingu>> [20.10.2016]

Available on the Internet:

<[http://www.zlatylinec.sk/index.php?mact=Artworks,cntnt01,file\\_detail,0&cntnt01file\\_id=849&cntnt01artwork\\_id=135&cntnt01showtemplate=false&cntnt01file\\_detail\\_template=file\\_detail\\_template\\_frontend&cntnt01returnid=18](http://www.zlatylinec.sk/index.php?mact=Artworks,cntnt01,file_detail,0&cntnt01file_id=849&cntnt01artwork_id=135&cntnt01showtemplate=false&cntnt01file_detail_template=file_detail_template_frontend&cntnt01returnid=18)> [30.10.2016]

Available on the Internet: <[http://zpravy.idnes.cz/nova-policejni-auta-maji-vyvolavat-respekt-fks-domaci.aspx?c=A080213\\_211535\\_domaci\\_zra](http://zpravy.idnes.cz/nova-policejni-auta-maji-vyvolavat-respekt-fks-domaci.aspx?c=A080213_211535_domaci_zra)> [18.10.2016]

Available on the Internet:

<[https://issuu.com/centrum\\_medialniho\\_vzdelavani/docs/metodick\\_\\_opora\\_\\_mg\\_a\\_ict\\_na\\_s\\_\\_](https://issuu.com/centrum_medialniho_vzdelavani/docs/metodick__opora__mg_a_ict_na_s__)> [10.10.2016]

Available on the Internet: <<https://www.coloribus.com/adsarchive/online/jeep-in-game-jeep-in-16104105/>> [13.10.2016]

Available on the Internet: <<https://www.novinky.cz/koktejl/158840-video-falesni-policiste-v-praze-perou-a-zehli.html>> [14.10.2016]

Available on the Internet: <<https://www.stream.cz/uservideo-215512/217798-policie-vs-pradelna>> [17.10.2016]

<[https://issuu.com/centrum\\_medialniho\\_vzdelavani/docs/metodick\\_\\_opora\\_\\_mg\\_a\\_ict\\_na\\_s\\_\\_v](https://issuu.com/centrum_medialniho_vzdelavani/docs/metodick__opora__mg_a_ict_na_s__v)> [18.10.2016]

Available on the Internet: <<http://blog.ddb.hu/2010/04/06/szavazz/>> [11.06.2013]

Available on the Internet:

<[http://fn.hir24.hu/itthon/2010/04/07/homokos\\_babuval\\_kampanyolnak\\_video](http://fn.hir24.hu/itthon/2010/04/07/homokos_babuval_kampanyolnak_video)> [24.03.2015]

Available on the Internet:

<[http://www.hirado.hu/Hirek/2010/04/08/08/Furcsa\\_akcio\\_Homokkal\\_teli\\_auto\\_jarja\\_Budapest\\_utjait\\_aspx](http://www.hirado.hu/Hirek/2010/04/08/08/Furcsa_akcio_Homokkal_teli_auto_jarja_Budapest_utjait_aspx)> [9.03.2013]

## Sources of figures

Figure No. 1: Available on the Internet:

<<http://pzservices.typepad.com/.a/6a00d83451ccbc69e201538e403bee970b-400wi>> [cit. 2014-01-05]

Figure No. 2: Available on the Internet: <<https://s-media-cache-ak0.pinimg.com/736x/36/9c/d5/369cd5834b1de5cd4ffe3932454dcd15.jpg>> [cit. 2014-01-05]

Figure No. 3: Available on the Internet: <<http://www.leondabytheyarra.com.au/blog/wp-content/uploads/Bacardi-3D-Projection-Mapping-in-Vienna2-1024x680.jpg>> [cit. 2014-01-05]

Figure No. 4: Available on the Internet: <<http://kartelier.com/blog/wp-content/uploads/2014/07/Cludad-de-carton-2.jpg>> [cit. 2014-01-05]

Figure No. 5: Available on the Internet:

<<https://s3.yimg.com/bt/api/res/1.2/sbCTWeWtT7grdUbyW9bw-->

/YXBwaWQ9eW5ld3NfbGVnbztxPTg1/http://mit.zenfs.com/1080/2013/02/boulevard.jpg> [cit. 2014-01-05]

Figure No. 6: Available on the Internet: < [http://adsoftheworld.com/media/ambient/hungarian\\_elections\\_bury\\_your\\_head\\_into\\_the\\_sand\\_or\\_go\\_vote](http://adsoftheworld.com/media/ambient/hungarian_elections_bury_your_head_into_the_sand_or_go_vote)> [cit. 2014-01-05]

Figure No. 7: Available on the Internet: <[http://b.vimeocdn.com/ts/662/402/66240264\\_640.jpg](http://b.vimeocdn.com/ts/662/402/66240264_640.jpg)> [cit. 2014-01-05]

Figure No. 8: Available on the Internet: <<https://vimeo.com/11898522>> [cit. 2014-01-05]

Figure No. 9: Available on the Internet: <<https://vimeo.com/11865086>> [cit. 2014-01-05]

Figure No. 10: Available on the Internet: <[https://files1.coloribus.com/files/adsarchive/part\\_1610/16104105/jeep-in-game-jeep-in-600-63293.jpg](https://files1.coloribus.com/files/adsarchive/part_1610/16104105/jeep-in-game-jeep-in-600-63293.jpg)> [cit. 2016-10-20]

Figure No. 11: Available on the Internet: <[http://www.monogram.sk/uploads/tx\\_mtreferencies/ruzovikuklaci-sp.gif](http://www.monogram.sk/uploads/tx_mtreferencies/ruzovikuklaci-sp.gif)> [cit. 2016-10-20]

Figure No. 12: Available on the Internet: < <http://t1.aimg.sk/magaziny/S1--yqK6T1r4TWLYDPrkaQ~Sajfove-ter-nne-auto-po-z-sahu-Ru-ov-ch-kuklov.jpg?t=L2ZpdC1pbi8xNjAweDkwMA%3D%3D&h=KJo19tv89dY98lQj17TBhQ&e=2145916800&v=2>> [cit. 2016-10-20]

Figure No. 13: Available on the Internet: <[http://necyklopedie.wikia.com/wiki/Soubor:Policie\\_prat\\_zehlit.JPG](http://necyklopedie.wikia.com/wiki/Soubor:Policie_prat_zehlit.JPG)> [cit. 2016-10-20]

WOJCIECHOWSKI, P. Łukasz:

Ambient marketing + case studies in V4 countries

Wojciechowski Łukasz: - 1. ed.-

Ambient marketing

Guerilla marketing

Marketing communication

Creative industry

Action art

Advertising

Reviewed by:

prof. dr hab. Agnieszka OGONOWSKA / Pedagogical University of Cracow

prof. doc. Katarína FICHNOVÁ, PhD. / Constantine the Philosopher University in Nitra

prof. Ing. Jaroslav SVĚTLÍK, PhD. / University of Entrepreneurship and Law

Title:	Ambient marketing + case studies in V4 countries
Publisher:	Towarzystwo Słowaków w Polsce
Author:	Mgr. Łukasz P. Wojciechowski, PhD.
Reviewers:	prof. dr hab. Agnieszka OGONOWSKA prof. doc. Katarína FICHNOVÁ, PhD. prof. Ing. Jaroslav SVĚTLÍK, PhD.
Translation to English and language revisal:	Mgr. Natália Klemanová
Art and technical editor:	Mgr. Łukasz P. Wojciechowski, PhD.
Cover design:	Mgr. Łukasz P. Wojciechowski, PhD.
Date of publication:	2016
Place of publication:	Kraków
Impression:	100 pcs
Pages:	150
Author's sheets:	6.62 (132,4 Measure)
ISBN:	978-83-7490-953-2