The situation of guerrilla advertising in Turkey.

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INTRODUCTION

Guerrilla Advertising is a young discipline in modern media. It is a new strategy and a different way of communication. Born in the USA in 1984, its aim was to nudge masses to create big impact. In my thesis, I will talk about the philosophy, evolution and effects of guerrilla advertising around the world and discuss the development of advertising and the position of guerilla advertising in Turkey.

Guerrilla advertising is a new era in advertising. It becomes popular day by day around the world. “How to make big impact with a lower budget” is the main philosophy of guerrilla advertising. People were used to frequent advertisements. Guerrilla advertising uses alternative communication strategies to take the attention. The more the impact of ads on masses gets larger, the more it takes the attention of media. It is also a chance for world wide advertising agencies to compare their innovative ideas besides the printing media.

On the other hand, guerrilla advertising is a risky way of communication, especially, for countries like Turkey. Underneath the philosophy of guerrilla advertising there is courage and innovation. Although Turkey is a developing country it has an advanced advertising sector. There are many world wide agencies and innovative works however not enough courage. We are strictly connected to our culture, religion and ethnicity. If the guerrilla advertisings humiliate or damage one of these, the results can be terrifying.

In my thesis, I analyze the different perspective of guerrilla advertising to highlight the necessity of guerrilla ads in Turkey. According to the results, we can identify the reasons of guerilla advertising absence in Turkey and what we can do to develop.

Additionally, I emphasize the evolution of advertising by discussing how it gets affected by technology and the importance of guerrilla advertising.
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1. WHAT IS ADVERTISING?

1.1 EVOLUTION OF ADVERTISING

Advertising is a kind of communication. Basically it is the transportation of a commercial or ideological message from a person to another. "Medium" is what transports the message in a communication. There are many media and nowadays advertising uses most of them. Newspapers, magazines, radio, TV, billboards are the common ones. All these tools form "media" and "mass media". As it is explained in the book *Practices of Looking: an Introduction to Visual Culture*, “The term mass media has been used to define those media designed to large audiences perceived to have shared interests. Mass media refers to forms and texts that work in unison to generate specific dominant or popular representations of events, people, and places, whether these events are fictional, actual, or somewhere in between. It is a term that often refers to the ways that audiences receive news information about the events of the world on daily basis". So advertisements reach communities all around the world thank to mass media.

Advertising is also the relation between companies and consumers to persuade purchasing. Many advertisements are designed to increase the consumption of the products. "At the beginning of production, advertising will inform you what a product is like, where you can get it and how much it costs. Later, it is necessary to persuade the people to keep on buying or attract new customers to buy. Modern advertising uses language, pictures, sound and colors to sell the products as well as possible"

First examples of advertising are tracked in newspapers back in the seventeenth century. Advertisements were mostly about medicines and they include just the description and the price of the products. In the nineteenth century by the developments in printing technology, colored and illustrated advertisements become popular (fig 1.).

After 1960s, advertising started to be modern and unexpected by creativity. The Volkswagen ad campaign is a good example to modern advertising with its headlines; “Think Small” and “Lemon”. These advertisements encouraged the positioning and unique selling techniques which used to create a specific brand idea in the consumers’ eyes (fig 2.).
The more technology developed, the more it started to merge into advertisements. While the main advertising media was television and radio in 1990s, now the Internet is the main media of online advertising. There are internet banners and the Web pages dedicated to advertisement and also used to purchase products at the same time. The trend of “interactive advertising” increased. A recent event in advertising is “guerrilla marketing” which involves unusual approaches. Additionally, as it mentioned in Advertising is Dead, Long Live Advertising; “Advertising is suffering because of the sheer amount of it, the lack of innovation within traditional advertising formats and the power that media fragmentation and technology give to consumers to tune out the noise. The new buzzwords are guerrilla, stealth, ambush, buzz, viral, grassroots, wildfire and ambient…”

Following the development in technology and in marketing, advertisements start to play a great role in brands, companies and sale rates. Advertising is a paid form of communication, sending a message by the use of various media. Basically, it makes a connection between seller and buyer. Advertisings are designed to convince the potential customers and to generate increased consumption of the products and services. To persuade the masses in every way is licit, and advertising companies use mediums like radio, television, newspapers, billboards and guerrilla, etc. All these different mediums

3. Television (TV) is a widely used telecommunication medium for transmitting and receiving moving images, either monochromatic or color, usually accompanied by sound. “Television” may also refer specifically to a television set, television programming or television transmission.

4. The Internet is a global system of interconnected computer networks that use the standardized Internet Protocol Suite. It is a network of networks that consists of millions of private and public, academic, business, and government networks of local to global scope that are linked by copper wires, fiber-optic cables, wireless connections, and other technologies.
have different impacts on consumers and change in responses. Nowadays all global agencies try to be innovative and clever to sell more. The key point is to choose the right medium for the right target.

1.2 HOW TECHNOLOGY AFFECTS ADVERTISING?

In the long history of advertising, as we mentioned before, the first examples of advertising started in 18th century. The first newspaper advertisement and later the first magazine ad published in America. Till the 20th century many advertising agencies started to open and companies started to hire copywriters for their ads. In the 20th century with development of the printing technology advertisements became colored, illustrated and creativity was an important issue to be differentiated. The form of the modern advertising was emerged with the form of capitalism. At the end of 19th century and beginning of the 20th century companies wanted to create, organize and control the market especially for mass produced goods. A lot of money was spending for advertising. The major desire was to build a brand image for the products.

In the first half of the 20th century radio networks started to launch - around 1920s - and television turned out to be the largest medium - around 1950s - in the world. As long as the new broadcasting networks added to the market, everyday life visuals and sounds started to be replaced with the news releases, commercials and radio spots. There is a television or a radio approximately in every house. Technology has made advertising a very easy and effective task. Also the cinema was appeared to be the use of the mass media extensively. The benefit of cinema commercial is that there is a determined target group according to the movie and a constant viewer. So advertisements started to reach every country and city all around the world with different mediums. Companies, brands and also the advertising agencies started to become world wide. As it mentioned in the book Practices of Looking: An Introduction to Visual Culture: "The global media landscape of the late twentieth and early twenty-first centuries is highly complex. It is diverse at both the level of the media themselves and at the level of national and cultural boundaries".

In the 21st century, technology has introduced new ways of advertising. Internet, online website advertising is the most convenient and extensive one. It is an open market for consumer 7/24. People are surfing, e-mailing, shopping in the internet. The banners or pop-ups are very important advertising spaces. Nowadays companies almost race with each other to publish their advertisements in the popular websites such as; Google, Yahoo or Facebook. Additionally, other than internet, there are advanced printing advertisements, 3D holograms, laser projections and also ambient and guerrilla advertisings.

Companies use stretch and stiff take off papers to make promotions on their advertisement pages or use 3D images which comes out of the paper in the magazines. All around the city flyers are distributing, innovative guerrilla ads try to take the attention to the brand and even the sky is decorated with laser writings of the brands. All these different and technological ad

5. Capitalism is an economic system in which wealth, and the means of producing wealth, are privately owned and controlled for profit rather than by the state. Through capitalism, the land, labor, and capital are owned, operated, and traded for the purpose of generating profits, without force or fraud, by private individuals either singly or jointly, and investments, distribution, income, production, pricing and supply of goods, commodities and services are determined by voluntary private decision in a market economy. A distinguishing feature of capitalism is that each person owns his or her own labor and therefore is allowed to sell the use of it to employers.

6. A web banner or banner ad is a form of advertising on the World Wide Web. This form of online advertising entails embedding an advertisement into a web page. It is intended to attract traffic to a website by linking to the website of the advertiser. These images are usually placed on web pages that have interesting content, such as a newspaper article or an opinion piece.
Advertising techniques are to take the attention of the consumers. We live in a communication world where we are filled with many messages. It is important for a brand to be distinctive, original, convincing and permanent. That’s the reason why advertisements are so important for companies and consumers. Advertisements build up the brand recognition and brand loyalty much more easily.

In conclusion, although developing advertising technology helps to target and to affect consumers in innovative ways, the change in the manner of advertising will not affect the true aim of advertising: bringing people closer in how they think and feel about products, ideas, and life.

1.3 AMBIENT ADVERTISING

Ambient advertising refers to advertising in public places. It has similarities with art installations in some ways. First of all both aim is to create a space for viewers to experience. In ambient advertising, consumers experience the advertisements. People used to ads in press media and broadcasting. Ambient advertising gets rid of newspapers and TV, comes into our world. Tickets, postcards, carrier bags, floor ads, toilet walls, beer mats or bookmarks, all can be tools of ambient advertising. This unusual presentation of advertisements creates big impacts on viewers. At this point, they share the same aim with guerrilla advertising(fig 3.).

Fig. 3. Kellogg’s toilet ad

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7. Brand loyalty, in marketing, consists of a consumer’s commitment to repurchase or otherwise continue using the brand and can be demonstrated by repeated buying of a product or service or other positive behaviors such as word of mouth advocacy. Brand loyalty is more than simple repurchasing, however. Customers may repurchase a brand due to situational constraints, a lack of viable alternatives, or out of convenience.

8. Installation art describes an artistic genre of site-specific, three-dimensional works designed to transform the perception of a space.
Also it is a new area for advertisers and designer to discover and to apply and prove their ideas in a different field. The most delicate part of ambient advertising is to choose the right medium. The product needs to be well known so that we can choose the place or the tool in the public to apply the advertisement of the good or a service. For example; it is unsuitable to put a chocolate ad on beer mats or bookmarks. The product and the work that we have needed to be classified and recognized before advertise in public.

Ambient advertisement has three important steps while reaching to its aim, taking the attention. First of all, ambient ads are innovative and take the attention. Innovative designs affect people and gets into their life. You start to see them every where, even at the back of toilet door. Almost you can't hide. They take the attention by nudging. So the second reason why they take the attention is because they “nudge” you. Advertisements can’t stick at billboards, posters or brochures anymore, overflow. They annoy you and they wait responses. As the third feature they make reinforcement. Advertisements remind themselves, so we remind the brands and companies. Finally, they stick in mind. They follow you with a beer mat in the bar, with floor ads on the streets, with bookmarks at home and with tickets on your vacations.

Ambient advertising is one of the most popular ways of advertising. It has a permanent impact on consumer. Also it is cheaper in economical ways if we compare its impact according to posters and billboards. On the other hand, some of those ambient advertising tools are promotional stuff and sometimes consumers take away them home. At this point the advertisement follows them till their home. Nowadays, while it is getting harder to take the attention of the viewer it is something good to nudge and to be permanent by advertising in public places.

2. WHAT IS GUERRILLA ADVERTISING?

2.1 PHILOSOPHY OF GUERRILLA ADVERTISING

“Philosophy pays off psychologically, morally and financially.” This quote of Eric Steinhart from How Philosophy Pays Off, works in many aspects of life. Everything we do, listen or watch has a meaning, and under that meaning there is a philosophy. An idea has a philosophy and can affect masses psychologically and morally. What they believe affects people. This belief is supported by their philosophies. Even the biggest inventions and creations come out from an idea.

It is almost the same in advertising. To create an effective advertisement we need to find the “big idea”. So the advertisements are products of creativity, have ideas and philosophies under that support them. An advertisement with a strong idea has the power to affect masses. It should reach masses’ experiential background to affect them. “To beat the market, hire a philosopher” that’s the striking headline of a recent article in The New York Times Mutual Funds Report. An advertisement should beat the market.
Advertisements are a way of communication. It’s the transportation of the message of purchasing. An advertisement can be a commercial, a news release, a social campaign or a guerrilla ad. They all aim to explain, prove and accepted different ideas to public. These different ideas are creative solutions of philosophies. If an advertisement has a philosophy under its idea then it comes out strong, credible, innovative and live long. For example the Volkswagen ad with the headline “Think Small”. This advertisement has a philosophy, it has a message to masses and also the message is related to the product itself. So after a while the product affords the philosophy underneath. Even though it was published in the 1960s, it is still one of the masterpieces of modern advertising. “Absolut Vodka” ad campaign also includes a philosophy too. The brand believes itself and it’s one of the best vodka. The philosophy of the brand in the campaign is to create an “Absolut world”. So they spread around the world with this aim and introduce themselves to societies. The brand and the product are strong, credible and innovative(fig 4.).

Historically, advertisements were just printed or broadcasted - such as TV and radio spots, billboards and printed materials - till 80s. After early 80s, the importance of creativity and philosophy increased in advertising. Guerrilla advertising indeed formed in those years as a different form of advertising. The philosophy is to create big impact on societies by unusual approaches in small budgets.

As mentioned in How Philosophy Pays Off by E. Steinhart; “As everyday life becomes more complex, the skills you gain trying to answer the ‘Big Question’ become more and more practically valuable.” Clarity and innovation gain more value day by day. Recently with the development of media, advertisements surround us like a crowd. We almost can’t differentiate any of them. To be distinguished in this crowd, ads need to get over the borders. Guerrilla advertising appears in unusual forms and creates big impact on public with small budget. It is a new and unexpected way of design. In respect of its philosophy, guerrilla advertising effects the public more when

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11. Absolut Vodka is a Swedish brand of vodka, produced near Åhus, Scania, in southern Sweden.

12. A radio spot is a form of advertising via the medium of radio. Airtime is purchased from a station or network in exchange for airing the commercials. The first radio commercial is credited to WEAF, New York on August 28, 1922 for the Queensboro real estate corporation.
it is embedded into the city, and becomes then closer to people. Guerrilla advertising uses alternative communication strategies to take the attention.

In the evolution process of advertising, with the mixing of the disciplines, graphic design has lost its boundaries. In Learning to Read and Write Images by M. Bruinsma, this is supported as: “The one sure thing about the future of graphic design is that it will deal with media mixes to an extent that the discipline has not seen before”. Nowadays every place, every object can be an exhibition area for graphics. It is a unique way of communication rather than traditional graphic design. Guerilla surprises its viewer by positioning and intelligent ideas. For example in 2004 TBWA\(^{13}\) Japan made a great guerilla advertising for Adidas. In Japan’s most crowded street, two football players played football vertically on a building. The traffic was stucked because everybody stopped to look and take some photos. Whole city was surprised and curious. TBWA did a successful job in the name of Adidas’ slogan\(^{14}\) ‘impossible is nothing’. This was just an installation which made Adidas unforgettable for the world (fig 5.).

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13. TBWA Worldwide is an international advertising agency headquartered in New York City. The Agency is a unit of Omnicom Group, the world’s largest advertising agency holding company. It was founded in 1970 in Paris, France, as a merger between Tragos American Management, Bonnange French Marketing, Wiesendanger Swiss Creation, and Ajroldi Italian Client Services. The first letter of each company name provided the initials for the new organization. They were purchased by the Omnicom Group in 1993.

14. Slogan is a memorable motto or phrase used in a political, commercial, religious and other context as a repetitive expression of an idea or purpose.

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As a conclusion, it is getting harder everyday to transform a true message to masses. Also it is hard to be separated in between other informations to deal a communication with your target. The advertisements need to be clever and innovative to take the attention, flexible enough to get over the borders, and cheap to be spread around the world. In this manner it is something more than
graphic, more than video, it is something alive in the city. At this point the philosophy behind the guerrilla advertising matches the needs of modern advertising; to create big impact on societies by unusual approaches in small budgets.

2.2 GUERRILLA ADVERTISING; A NEW PERSPECTIVE AROUND THE WORLD

In the foreword of "Advertising is Dead. Long Live Advertising!", Will Collin asked a question to the readers: “What’s behind the recent proliferation of these unconventional forms of advertising? Why is it that brands are turning to guerrilla tactics, stunts, ambient media and stealth marketing?”. The answer is simple. Advertising has a new perspective around the world. The posters, news releases, tv commercials or radio spots are no more exciting or takes the attention of the consumers. Nowadays advertisings need to nudge masses or approach costumers in unexpected ways. Advertising agencies prefer 3D advertisements, ambient or guerrilla ads. Also advertisements should refer to consumers moral backgrounds to affect them. As it mentioned in the article “The RiseLife Style Media” of Price Water House Coopers: “No longer a captive, mass media audience; today’s media consumer is unique, demanding, and engaged”. So that we can call guerrilla advertising as a new world wide advertising perspective. Through out the world there many examples of guerrilla advertising. We can observe and calculate how they affect the brands by the reactions and feedbacks of the consumers to the advertisings.

To apply guerrilla advertisments, agencies generally choose different techniques such as; advanced printings on buildings, use of different corners, walls or tools in the city, placing 3D models around or pasting different stickers on the ground. For example, in 2004 Ogilvy & Mather advertising agency made a guerrilla for Nike. They wrapped around the building with the advertisement for the Nike Air Zoom Swift Vapor. The glasses of the building were illustrated as they were waving because of the speed. So they created an impression of extreme speed (fig 6.).

Fig. 6. A guerrilla ad. of Nike.

15. Ogilvy & Mather is an international advertising, marketing, and public relations agency based in New York City and owned by the WPP Group. The company operates 497 offices in 125 countries around the world and employs approximately 16,000 professionals.

16. Nike, Inc. is a major publicly traded sportswear and equipment supplier based in the United States. The company is headquartered in Beaverton, Oregon, which is part of the Portland metropolitan area. It is the world’s leading supplier of athletic shoes and apparel and a major manufacturer of sports equipment with revenue in excess of $18.6 billion USD in its fiscal year 2008 (ending May 31, 2008). As of 2008, it employed more than 30,000 people worldwide.
In 1996, KesselsKramer advertising agency in Amsterdam, Netherlands applied a guerrilla advertising on the walls for Nike. They drew goal posts with chalk on the walls for children and put the logo of Nike. Also this advertisement supported the philosophy and the spirit of Nike slogan; “Just do it” (fig 7).

![Fig. 7. A guerrilla ad. of Nike.](image)

In 2001, Colenso BBDO advertising agency made an unusual guerrilla which runs the imagination. Channel TV3 was going to show a new film called Invisible Man. For the advertisements they used a dog. It was a simple dog walks around the city. However it had a flying collar with no man holding it. It was writing “Invisible Man” on the dog. This was an unexpected and surprising advertisement and also made people reconsider what they have seen (fig 8).

![Fig. 8. Guerrilla ad. for Invisible Man.](image)

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The last example of exciting guerrilla advertising Saatchi & Saatchi\(^ {18} \) applied a very interesting advertisement by using 3D models and objects. In Singapore, for the advertisements of CSI: Crime Scene Investigation TV series they set crime investigation scenes to public toilets, beaches, parking

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17. BBDO is a worldwide advertising agency network, with its headquarters in New York. Formed through a merger of BDO and Batten Co. in 1928, BBDO Worldwide has been named the “Most Awarded Agency Network in the World” by The Gunn Report in 2007, for the second year running.

18. Saatchi & Saatchi is a global advertising agency. It was listed on the London Stock Exchange and was once a constituent of the FTSE 100 Index but in 2000 it was acquired by Publicis which is headquartered in Paris.
places and train stations. The crime areas were surrounded by yellow tapes and when you get closer to the tapes we see the date and the time of the CSI written on (fig 9.).

As a conclusion people are getting excited and curious by these guerrilla advertisements. It is obvious that they are more effective than ordinary news releases, posters or TV commercials. Advertisements like guerrilla or ambient creates big impact on masses by nudging or approaching in unexpected ways. They affect consumers and as a result to that they give the needed response to the brands.

2.3 ILLEGAL GUERRILLA ADVERTISING

Although guerrilla advertising aims to create big impact by using unexpected approaches and creative ways sometimes the impact can be on the negative side. Agencies and designers also have to think about the side effects of an advertisement during its creative process. Guerrilla advertisements are generally used in public places so that ads works correctly on a specific group. However it can disturb some other people. According to that guerrilla advertising is a risky way of advertising.

Legalization is another problem for guerrilla ads. Goverments doesn’t like disparity, they want everything to be in order. On the other hand guerrilla ads mostly don’t use traditional advertising areas. According to guerrilla advertising’s philosophy unusual places like roads, trees, buildings, cars etc. can be a good place for guerrilla ads. At this point some governents can be unpleased. They blame advertisings for disturbing the car drivers, blocking the signboards and creating visual pollution.

In 2002, Outdoor Vision advertising agency made a strange work for Microsoft MSN8. One morning they covered Manhattan and Times Square with butterfly stickers. The agency used 16,000 butterfly stickers on walls

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19. CSI: Miami is a spin-off of the CBS network series CSI: Crime Scene Investigation. The serie is an American crime drama television series that trails the investigations of a team of Miami-Dade forensic scientists as they unveil the circumstances behind mysterious and unusual deaths and other crimes.
from the MSN’s\textsuperscript{20} main billboard on Time Square and they were following till Central Park. This kind of advertising usage is strictly illegal in New York so in two weeks, according to complains of goverment and citizens, Microsoft officially apologized from people and goverment and promise to clean Manhattan. Microsoft risked their prestige and wasted lots of money. On the other hand this was not a complete failure because the advertising agency was considered about that side effects before. They used statically holding stickers so it was very easy to detach and they didn’t left any stains. The impact of the campaign was seen on TVs also, and it appeared in news all around the world(fig 10.).

Another example to illegal guerrilla advertising can be the advertisement campaign of Ariel. The advertising agency Saatchi & Saatchi applied an interesting and an illegal ad campaign in a way. In North England it was forbidden to make graffitties on walls. However they cleaned the walls for the advertisement. For this campaign they worked with an graffiti artist called Moose. Moose cleans the dirt and the dust on the walls instead of painting. To apply the advertisement they searched for places like spaces between two trees or two columns to draw rope between. So there was a rope, clothe shapes that were hanged and Ariel logo on the walls which were drawned by cleaning.

Finally we can say that illegal guerrilla ads can disturb public or make goverments angry however this is a way of communication also. It looks like as if it is something illegal and has negative side effects but the advertisement makes noise all around and this is what brands want.

\textsuperscript{20} MSN (The Microsoft Network) is a collection of Internet services provided by Microsoft. The Microsoft Network debuted as an online service and Internet service provider on August 24, 1995, to coincide with the release of the Windows 95 Operating System.
3. GUERRILLA ADVERTISING IN TURKEY

3.1 DEVELOPMENT OF ADVERTISING IN TURKEY

Advertising started to develop in Turkey after the Republic. After 1850s there was only magazine printing and mail stamp designs and printings. In those days there weren’t any graphic designers so calligraphers were designing and printing those magazines and stamps. The first examples of graphic design in Turkey were done in 1920s by Münif Fehim, İhap Hulusi and Kenan Temizan. They generally worked on posters, news releases and book covers.

The first graphic design studio opened in 1933. Studio was affected from the philosophy of Bauhaus which was a popular movement in Europe after 1920s. There were painting, sculpture and architecture courses in the schedule of the studio other than graphics. Later industrial design, interior architecture, ceramics, textile and decorative painting courses added too. After 1940s there were many schools and academies started to open about fine arts and design. The more education developed the more qualified designers started to be raised in Turkey. There were successful and satisfying works started to come up on poster, emblem, flyer, book cover designs, TV graphics and etc.

In 1978, graphic designers decided to form the “Graphic Designers Foundation” in Turkey. The main aim was to protect the rights of graphic designers, to decide on a price list and to open exhibitions. Unfortunately, it was hard for Turkish graphic designers to be known in the international area because of the late coming printing technology, problems of the education system and the long settling period of the public to visual communication. Additionally, there are many craftsmen in Turkey which started to learn graphics and printing without studying. They start to work without having a design base and perspective though we need designers which are well educated on aspects of graphic design and visual communication in academies.

Nowadays there are many national and world wide advertising agencies in Turkey. We have a successful advertising sector. Printing and production technology develops day by day. There are many qualified designers, directors, illustrators, cameramen and etc. Turkish designers win many prizes in international competitions. Most of the world wide agencies want to have offices in Turkey. The city atmosphere, mixed structure of the society and the combination of different cultures make Turkey an interesting place for advertising. Additionally, Turkey includes many supplies in its nature that blows innovation and creativity.

3.2 NECESSITY OF GUERRILLA ADVERTISING IN TURKEY

As we mentioned above Turkey has a developed and successful advertising sector. However there isn’t any examples of new media tools. While the world is exploring and applying new mediums to communicate with masses Turkey still works on news releases, poster designs and TV commercials basically. Although there are examples of ambient advertising, it is hard to see any guer-rilla ads. It is not because Turkey can’t deal with these media tools or doesn’t
have the enough technology. There are several reasons for that such as; the economy of the country, the cultural aspects, respect that is given to advertisements in the society and courage to apply something different and new.

At the same time the population of Turkey gets crowded in big cities like İstanbul, İzmir and Ankara. Millions of people live in these big cities and some of these cities’ population is higher than some European countries. This amount of people means a big advertising market for brands. Big brands spend great amounts of money to advertise their goods and services. Everyday a new advertisement comes up on screen but it doesn’t make any difference. Even if the content is changing, the style is the same. Some big agencies are satisfied from that routine advertising cycle. However the advertising agencies which use the new advertising strategies such as; guerrilla ads or ambient ads, get the big attention.

On the other hand, I believe that the most dominant reason for the absence of guerrilla advertising in Turkey is courage. Guerrilla advertising is an exciting, surprising and unexpected way of advertising. On the other hand it can have risky and negative sight effects that depends to the city that you apply and public. It is true especially for countries like Turkey. Turkish people are strictly connected to their culture, religion and ethnicity. If the guerrilla advertisings humiliate or damage one of these, the results can be terrifying for the government, for the brand or for the advertising agency. This risk is one of the most important reason for the absence of guerrilla advertising in Turkey.

Although there is an advertising mass in Turkey, it creates a suitable base for guerrilla advertising to be recognized and spread out easily. If there are less guerrilla ads in a country the first examples have more attention. Just a few of advertising agencies try new media tools in advertising but it is not enough for a country.

In 2001, Rafineri Advertising Agency made a successful guerrilla advertising for İş Bankası in Turkey. They made a billboard which says ”Pay your traffic tickets on time without waiting in line - www.isbank.com.tr” and they placed it above a 2D police car model. A driver first will see a police car under a billboard, so the drivers will instinctively slow down or be sure that they are going at the legal speed limit. When they come closer they are going to be able to read the text on the billboard. As long as they pass the billboard they will realize that there isn’t a real police car hiding there.

The brilliant idea behind that guerrilla ad brought success to Rafineri and they got Turkey’s most important advertising award Kristal Elma, in 2001. Than in 2003, Rafineri won Silver Lion award, in Cannes Lions Advertising Competition, in the category of outdoor advertising. This award was Turkey’s first Cannes Lions award (fig 11.).

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23. Rafineri is a famous Turkish advertising agency. They have lots of awards.
CONCLUSION

In 21th century, with the development of technology, there are new media tools started to be applied. The aim of advertisement is to transport message of the brands’ goods and services, companies, social awareness campaigns or etc. to masses. On behalf of this aim, advertisements need to affect people and take attention of the consumers. However the traditional ways of advertising such as; poster design, TV commercials or new releases are no more takes enough attention on brands. So that the advertising sector explored new ways of advertising. Some of these new mediums are guerrilla advertising and ambient ads. They take the attention on masses by nudging. We see ambient ads in every field of life such as; back of the tickets, toilets, bookmarks or beer mats. On the other hand guerrilla advertisements have a philosophy behind. They aim to affect people by unexpected approach. Also there are many different usages of guerrilla ads. Most of them are applied around the city, on the walls, buildings or floors.

Although we say that guerrilla advertising is one of the new mediums, there are not much examples in Turkey. The reason for that is Turkey has very strict cultural boundaries and also an undeveloped economical and social structure. It is very risky for Turkey to apply guerrilla ads because of creating permanent damages on the culture. In this thesis, the evolution of advertising and its development throughout the years searched, the history of advertising in Turkey explained. Finally the reason why Turkey doesn’t have guerrilla ads or does Turkey need guerrilla ads observed. This thesis formed as an documentary about advertising and the effects of modern advertising mediums on masses.
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