

- EVOLVE
BRANDING
- EFFECTIVE
MEDIA/PR
- ONLINE
INTERACTIVE
- PLAN
EVENTS
- PARTNER &
PROMOTE
- COMPELLING
WRITING & DESIGN
- MARKET
RESEARCH
- ACTIVATE
GUERRILLA
- DRIVE
FUNDRAISING
- RALLY
CAUSES
- EFFICIENT
AD BUYING

Testimonial

Repertory Dance Theatre
 "Foursight Partners have a knack for clever tag lines and guerilla marketing campaign ideas. Thank you!"
 - Cynthia Yeo
 pr & marketing director

Work Examples

- Deer Valley® Music Festival
- Utah Symphony
- Utah Opera
- Young Democrats of Utah
18 Votes Campaign

GUERRILLA MARKETING

go rogue

Problem: conventional marketing being tuned out

Maybe you've never heard of guerrilla marketing, but you may really need it. Guerrilla marketing (sometimes also called "nontraditional marketing") is defined as anything that isn't radio, TV, print media, direct marketing, and even internet and social media. It's evolved to solve the problem that everyone, not just those hipster Gen X and Y'ers, have become so inundated with marketing messages that we've learned to tune out the typical advertising placed with the aforementioned avenues.

Solution: place your message somewhere surprising

Guerrilla marketing means taking your awareness campaign to the streets, commando style. Put your message in surprising locations, where a consumer is not pre-disposed to ignore your message. It could range from a message with your clothing at the dry-cleaners, window clings at the area market, restaurant bill inserts, sidewalk clings, etc. With guerrilla marketing, anything goes. You'll see the depths of how creative Foursight Partners can get when we put together a guerrilla marketing campaign for you. What will we stay away from? Postcards and posters in area "hipster" locations, 'cause face it, everyone does that and it's no longer a guerrilla tactic.

Results

What's best about guerrilla marketing? It's cheap and effective. For instance, you can print tens of thousands of restaurant bill inserts for just a few hundred dollars. To get the same number of impressions in a radio, tv, or print ad you'll spend several thousand dollars. Organizations big and large, campaigns large and small; all can participate in and benefit from a guerrilla marketing campaign.

And you'll get the added bonus of partnering with another business. Everyone knows that partnerships and cross-promotions are good for business. So what's there to lose? Try guerille marketing. It's what all the cool kids are doing.



Sample Tactics

- Clings on sidewalk
- Cups at festivals
- Eco shopping bags
- Flash drives/CD/DVDs with your org's marketing materials and/or performances loaded
- Magnets/stickers
- Minibrochures
- Restaurant bill inserts
- Shelf talkers/bookmarks at book stores
- Sunscreen/sunglasses/schwag
- Table tents
- Tags on drycleaning
- Window clings in stores
- Wraps on clothing or ties in stores

About Foursight Partners

Inspired by the belief that solid experience working in our clients' industries is indispensable to outstanding, sustainable results, the capabilities of Foursight Partners span the full spectrum of communications services in the arts, government relations, the nonprofit world, and business in Utah. With three seasoned principals, our firm provides distinctive, comprehensive solutions to organizations that want their money to be well spent and results to speak for themselves.

Foursight Partners was formed in 2009 by Patrick Commiskey, Patrick Thronson and Crystal Young-Otterstrom.

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