

Guerilla-Anwendungen in Bibliotheken

Was können Bibliotheken vom
Guerilla-Künstler Banksy für
ihr Marketing lernen?

Florian Hagen

Kommunikationsguerilla und Guerilla Marketing sind Guerilla-Anwendungen, die durch unkonventionelle und originelle Maßnahmen die Wahrnehmungsmuster des Alltags durchwandern, um Aufmerksamkeit in ihrer jeweiligen Zielgruppe zu generieren.

Während beide Bewegungen völlig unterschiedliche Ziele verfolgen, greifen sie dabei jedoch auf ähnliche Methoden zurück. Erfolgreiche Unternehmen und Organisationen setzen auf Guerilla Marketing, um Kunden für ihre Produkte und Services zu begeistern.

Bibliotheken, die immer mit knappen Mitteln kämpfen, können Guerilla Marketing nutzen, um mehr Aufmerksamkeit bei Kunden zu gewinnen.

In dem Buch werden beide Guerilla-Bewegungen vorgestellt, miteinander verglichen und Arbeiten des Kommunikationsgurilleros Banksy analysiert, um aus den Erkenntnissen zum einen Guerilla-Konzepte für die Zentralbibliothek für Wirtschaftswissenschaften (ZBW) auszuarbeiten und zum anderen Bibliotheken mit Best-Practice-Beispielen, Ideen und Empfehlungen für den Einsatz unkonventioneller, kreativer, aufhorchenregender und kostengünstiger Guerilla Marketing-Maßnahmen in die Lage zu versetzen, trotz knapper Budgets eine große Aufmerksamkeit in den ansichierten Zielgruppen zu generieren.

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