

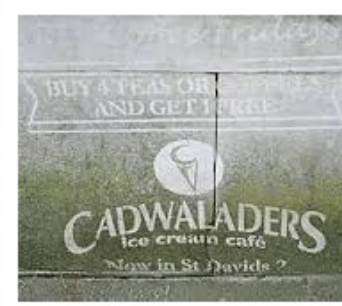
Guerilla advertising

Guerilla Marketing

- graffiti Banksy, reverse graffiti
- sticker bombs
- forehead advertising
- viral marketing through social networks
- tree planted illegally
- provocative, takes risks, temporary
- ethical/legality issues

Viral Ads

- flash mobs [\(T Mobile\)](#)
- current, topical
- humour
- makes you smile
- worth sharing















True beauty is not
made to hide

MEDIA
687-8803



**Do women have to be naked to
get into the Met. Museum?**

**Less than 5% of the artists in the Modern
Art Sections are women, but 85%
of the nudes are female.**

GUERRILLA GIRLS Box 1056 Cooper Sta. NY, NY 10276
CONSCIENCE OF THE ART WORLD



Do women have to be naked to get into Boston museums?



Plenty of the **nudes** in the Museum of Fine Arts are female, but only **11%** of the **artists** are women

Statistics from the Boston Museum of Fine Arts, 2013
GUERRILLA GIRLS CONSPIRACY OF THE ART WORLD
www.guerrillagirls.com

Montserrat College of Art presents:
NOT READY TO MAKE NICE: GUERRILLA GIRLS IN THE ART WORLD AND BEYOND
Aug 25-Dec 15, 2012
Artist Talk
Oct 26, 8pm
montserrat.edu/galleryes
Montserrat College of Art

0283/01

Are there more naked women than women artists in UK museums?

**VISIT YOUR FAVOURITE MUSEUM, COUNT 'EM UP
& LET THE GUERRILLA GIRLS KNOW!**

ART NIGHT | T | THE TETLEY

@guerrillagirls | THE MALE GRAZE.COM

DeaR ART GALLERY:

Selling art is sooo expensive! No wonder you
can't pay all your employees a living wage!

Evieville Girls

CLEAR CHANNEL

041202

3041 C



KING
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EASY FINANCE

AKER
the rocks.

2
RUMS
OF
PUERTO
RICO

TDI
Not all parts are created equal.
Demand Genuine Toyota body parts.

TOYOTA



TDI
First they want to
take away a woman's
right to choose.

Now they're
censoring art.



AGENCY
NEW YORK 353 0440

Career
Club

Nadia's



David Cameron

@David_Cameron

Follow

Britain faces a simple and inescapable
choice - stability and strong Government
with me, or chaos with Ed Miliband:
[facebook.com/DavidCameronOf](https://www.facebook.com/DavidCameronOf) ...

11:26 pm - 3 May 2015

18,706 Retweets 12,085 Likes



#LedByDonkeys @ByDonkeys

prime



Theresa May ✓

@theresa_may

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I believe it is clearly in our national interest
to remain a member of the European Union.

25 Apr 2016

She didn't tweet it, she actually **said** it!
In a speech to the Institute of Mechanical Engineers

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changed?

prime





Boris Johnson ✓

@BorisJohnson

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There is no plan for no deal, because
we're going to get a great deal.

11 Jul 2017

He didn't tweet it, he actually **said** it!
In the House of Commons.

#LedByDonkeys @ByDonkeys

