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HOW BANNED BRANDS COME TO LIGHT: A CONTENT ANALYSIS ON STEALTH MARKETING CASES FROM TURKEY

Abstract:

Changing marketing practices, legal regulations and new media channels push brands to use different marketing tactics. In all changing marketing tactics, stealth marketing shines out due to restrictive law that forbids some brands and sectors to run a marketing campaign in Turkey. As a term stealth marketing is a technique to deliver the brand's message to the people who should not realize the message is received as a marketing or sales purpose. In this way, brands are able to deliver desired messages for their target publics without getting caught by any restrictive laws. As the main channel to be used under this purpose is social media that shines out compared to traditional. The main reason for that is when traditional media is easy to control by the laws but social media doesn't. In this paper, we made a research about how these banned brands run a stealth marketing campaign in Turkey. Three brands that run a clear stealth marketing campaign from the alcoholic beverages sector are chosen and their campaign and it's social media site (Instagram) are analyzed with content analysis method for six months of duration. Analyzes show that brands use made up names and identities for running their campaigns to avoid getting caught from laws. Also, it is clear that all made up names that brands use have very similar corporate identities with the original brand. According to social media analyzes, storytelling shines out as a main structure of brands use in their Instagram posts and creating an interaction is also shines out as the main strategy that brands use in their stealth marketing campaigns.

Keywords:

Stealth marketing, Turkey, Alcohol Brands

JEL Classification: M31

Introduction

Marketing is an exchange process. A product, service or idea found in the seller is purchased by the buyer. So the product, idea or service is changing hands. In order to understand how the concept of marketing is transformed into marketing communication and integrated marketing communication concepts, it is necessary to look at the developments in marketing. The first understanding of marketing is the stage in which the understanding of production is dominant. Mass production is carried out in this period. Firms are only interested in increasing production. A consumer is not very important in this period. The second understanding is the product understanding stage. In this period, when the concept of good selling goods dominated, the firms tended to give importance to product quality. The next period is the stage where the sales concept is dominant. In this period, the dominant thought is "I sell what I produce". In the following years, both the changes in the world and the understanding that the understanding carried out hurt the companies have begun to the era of modern marketing. The reasons such as increasing competition conditions, globalization, changing economic, social and political conditions, increasing number of consumers, changing demands and expectations continuously, and rapid development of technology has enabled enterprises to switch from classical marketing concept (sales approach) to modern marketing concept.

During the last 25 years marketing as a phenomenon has changed. Following this change, new marketing fields such as service marketing, relationship marketing and network-based business-to-business marketing (the IMP approach) have emerged alongside consumer goods-oriented marketing. For the last 50 years, it has been generally agreed that marketing relates a firm to its current and potential customers. This is shown by the research into market orientation. Thus, marketing as a phenomenon represents the customer focus of an organization. However, marketing both as a management practice and as an academic discipline seems to be in crisis. This is perhaps one of the main reasons why the American Marketing Association (AMA) has updated its 20-year-old marketing definition, which in reality was not very different from the AMA's earlier definition. According to both definitions, marketing is considered a specialist function managing certain decision-making areas to create exchanges that satisfy the customers' and the firm's goals alike. These decision-making areas are defined as the 4 Ps, in other words, product (goods, ideas, and services in the 1985 definition), place, price, and promotion. The definition of marketing as making decisions about these four Ps goes back to McCarthy (1960). Hence, the definition of marketing that now has been updated is in fact almost half a century old. Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders (Grönroos, 2006, pp.395-397).

According to another definition marketing as the management process responsible for identifying, anticipating and satisfying customer requirements profitably. Every product you buy, every service you use, every store you visit, every media message you receive and every choice you make, has been influenced by the forces of marketing (www.cim.co.uk) The American Marketing Association (2013) launched defines marketing *is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large*. Also, Stokes (2000, p. 5) said that marketing can be defined in terms of the organizational philosophy of market orientation, guided by segmentation,

targeting and positioning strategies, operationalized through the marketing mix and underpinned throughout by market intelligence.

Developments in marketing are considered as four stages: production understanding stage, product understanding phase, sales approach the stage and modern marketing concept. In the understanding of production, the main problem is the inadequacy of production and supply. Companies do not care about finding customers. At the product stage, companies are focused on the quality of their products and aim to sell the product to the consumer in some way. It has the understanding that good stuff sells itself. At the sales approach stage, the aim at this stage is to make sales only. Finally, the modern marketing concept is the wishes and expectations of the consumers are in the foreground. (Tek & Özgül, 2005, pp.8-15; Altunbaş, 2008, p. 14). Modern marketing is now called integrated marketing.

Increasing the importance of the individual within the multiplying population has brought marketing to a different point. The transition from mass marketing to one-to-one marketing has started to involve different ideas. This has led to the spread of marketing throughout life (Altunbaş, 2008, p. 13). With the transition from marketing to integrated marketing communication, the marketing mix of the marketing mix elements has been brought together in the most effective way after the changes in the marketing concept of the enterprises and the implementation of a marketing strategy in accordance with the customer expectations and desires has been a priority (Elden & Ulukök & Yeygel, 2005, p.15). Drucker said that (marketinginsidergroup.com) there will always, one can assume, be a need for some selling. But the aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself.

The uncertainty created by the continuous change with globalization makes it necessary for enterprises to produce more value and react faster to changes (Kotler, 2003, p. 5). Also, changes in the world of communication and technology affect marketing. Thus, marketing has shown change. Marketing methods vary with many reasons such as consumer information, legal regulations, the emergence of new communication channels. Especially the legal regulations of the countries against the products to be advertised lead the marketers to find new ways.

What is Stealth Marketing?

Heraclitus said that “there is nothing permanent except change”. For marketing, there can’t be any more accurate statement. Because consumers keep changing. Their needs, their likes, their purchasing habits, all are in so dynamic and as a result of that marketing and its professionals have to change and adapt themselves to the consumers. But not only consumers change but also other factors such as governments. In Turkey, till 2014 alcohol and tobacco brands can run an advertising or public relations campaign but after 2014 all were banned to do so. Law is so extensive that also all can’t have a sponsorship. Efes Pilsen one of the most successful basketball team in European level had to change its name as “Anadolu Efes”. According to this new changing, brands and marketers should adapt themselves to the new environment. Before they leave the media, they made the last goodbye campaigns. For example, Efes Pilsen which is beer brand said that “We were together for 44 years on the same table, same joy and same emotions so even we don’t see each other any longer we know each other” and on the printed ad, they use their iconic bottle without any brand name on it. Yeni(New) Rakı which is a rakı(traditional Turkish alcoholic beverage) brand said that “Ads are off. Excuse us but we know

that when we get together, our friendship, our joy always be same just like 500 years. Stay new fellas.”

After this new law, for some time, brands were disappeared but marketing as we said were kept changing so marketers know that, to reach consumers they don't have to use a brand name or they don't have to use a traditional media. Marketers know that corporate identity tools like color, font, maybe a slogan also can help consumers to remember the brand. And after all, there are social media that some laws can easily pass because there is no solid social media restrictions law. So as a new marketing tool, Stealth marketing comes for help. Before giving the definitions on a term, it should be known that stealth marketing in literature is also known as covert marketing, viral marketing, buzz marketing or in some literature dark marketing. The reason that there are lots of different definitions of the term is all these strategies use more social media and all tries to reach consumers not directly but sincerer. Actually, as a term, stealth marketing may be a means to reach a target audience without the advertisement being perceived as an advertisement or as a context (Cooney,2005 cited in Roy & Chattopadhyay 2010, p.70). Ac. to Milne & Bahl & Rohm (2008, p. 58), Stealth or Covert marketing is marketing practices as the intentional omission and distortion of facts by marketers pertaining to the collection and/or dissemination of information by marketers. With this definition, stealth marketing techniques also had a new perspective on a gathering of information about consumers through surely stealth techniques. Roy and Chattopadhyay (2010) expended the definition with competitors and define the stealth marketing as a deliberate act of entering, operating in or exiting a market in a furtive, secretive or imperceptible manner, or an attempt to do so (p. 71). In Cambridge dictionary, stealth marketing refers to advertising a product in such way that people are not aware that you are trying to persuade them to buy it and product placement in films is a form of it (dictionary.cambridge.org).

Stealth or covert marketing occurs when potential customers do not realize they are being marketed to. For example, when celebrities appear on talk shows praising prescription drugs without mentioning that a pharmaceutical company is paying them. No longer satisfied with product placement, companies now pay authors to include brand names in the text of their books. And it gets worse as the line between life and advertising blurs. Trendsetters are paid to drive cars to important parties. Attractive people are hired to frequent bars and talk up certain brands. Moms are paid to praise products at soccer games, and teens are hired to give their peers T-shirts, posters, and CD samplers hyping bands (Philips & Rasberry,2008, pp. 18-19).

According to all definitions, Stealth marketing techniques all are hidden from targets. First, there were only for consumers, then there were hidden from the competitors and now in this paper we will suggest a new target to be hidden. As we mentioned earlier, all brands should remind themselves to the consumers and if restrictive laws put a boundary between them and their consumers/customers then the time comes to use stealth marketing techniques to complete the mission. According to this new environment, we can suggest that expanding the definition of stealth marketing. Stealth marketing includes efforts to inform consumers about the brand and/or product without getting caught by restrictive laws.

As we mention earlier stealth marketing also get involved with some other marketing techniques such as covert, undercover, viral but some practitioners suggest that stealth marketing are an improved version of those. Stealth marketing uses more personal techniques and also gets the

proper people informing others about products/brands without disclosing associations with a particular company. Actually both viral and stealth marketing are a form of WOM. The difference lies in the fact that the former relies on the pre-selection process expecting high effectiveness of information transmission, while the latter emphasizes on mass communication to create a buzz about product or brand. Also, covert and stealth marketing have a difference. Covert denotes something that is not explicitly displayed but not necessarily intentionally hidden. Also, in covert marketing, the brand endorser is exhibited, on the other hand, stealth marketing strategy marketers are deliberately circumventing the display of brand owner (Zhechev, 2015).

In stealth marketing, the main objective is to get the right people talking about the product or service without it appearing to be company-sponsored. Essentially, it creates a positive w.o.m environment. This w.o.m. creating message can be conveyed in a variety of ways: physically (celebrities or trendsetters may be seen with the brand), verbally (people sneak the brand name in on-air or off-air conversations), virtually or virally (message is transmitted via internet chat rooms, newsgroups or weblogs) or surely in any combination (Kaikati & Kaikati, 2004, p.7).

Especially in the last decade, alternative marketing techniques like stealth marketing shines out. We can suggest that the main reason for that is the majority of consumers are spending much more time in front of the computer or mobile phones instead of television or newspapers. Therefore, marketers should change the channels to reach the right target publics. Surely traditional and social media tools are very different from each other therefore marketers can't be able to use the same techniques that they use in traditional in social. For example, in social media people so rare watches or never watches a 30-second or 1-minute commercial. Check the YouTube, you can see "skip the ad" button. So marketers need to be more creative to impress their targets to inform about a brand/product. Also in social media times, communication becomes more personal. So mass marketing messages are no longer effective, therefore marketers should find more personal messages and campaigns. Another reason that alternative marketing techniques come across that is a huge number of tv channels and a huge number of ads. How one consumer can see and recognize your brand from inside this huge amount of messages comes from big numbers of channels?

According to Kaikati & Kaikati (2004, pp. 9-14) there are six main types of stealth marketing techniques. These are viral marketing, brand pushers, celebrity marketing, bait and tease marketing, marketing in video games and marketing in pop and rap music. Also stealth marketing has some strengths and weaknesses. In stealth marketing, a content of messages is more personal and more uncontrolled by marketers than traditional marketing. That allows stealth marketing can create more intimate communication and therefore more persuasive messages for consumers. Also, stealth marketing can be much more cheap against the traditional one. A well-planned stealth marketing campaign can reach target consumers without tv ads that make brands spend millions of dollars. There are also some risks in stealth marketing techniques. One of them is being too underhanded. In stealth marketing, brand or product name should not be shown therefore some other tools must take place to help consumers to create a connection between brand and campaign. These alternative tools must be selected so carefully that help consumers to create a connection, otherwise whole campaign must gone waste.

One of the first and successful stealth marketing campaign example is from Sony Ericsson. In 2002, Sony Ericsson was one of the first companies to produce a cellular phone with a digital

camera peripheral, called the T68i. The company wanted to generate buzz on a large scale for the T68i, but the device was such a novel combination of technologies that its marketing department struggled to find a way to both educate and excite consumers with traditional advertising like magazine ads and TV commercials. For a more organic, person-to-person marketing experience, Sony Ericsson started what would become one of the most famous examples of stealth marketing in history. Using 60 actors in 10 major cities, Sony Ericsson instigated a viral effect that is still talked about today. The actors, posing as tourists, couples, and other regular people, asked strangers on the street to help them take a picture (www.marketing-schools.org).

As we mention earlier, stealth marketing techniques getting different and various day by day. Because consumers see so many marketing messages and ad messages each day and being recognizable in this huge message bombing is so rare and stealth marketing can give a brand this opportunity. With effective stealth marketing, a brand/product can reach the right target and affects them. While it does that, competitors or governments can't catch you also. For example in Turkey, alcohol brands can't be able to run a marketing campaign but with stealth marketing, they still can reach and affects their consumers. Mostly through social media and rare traditional media, they keep reaching their consumers without using any brand or product name but their mottos, slogans, histories or so on. As a result, corporate identities are not only show people who you are but also brands you in their memories and brains. So if a brand branded itself onto their brains than no more essential of using any name or product.

Purpose of the Research

The main purpose of this research is revealing how three major alcohol brands in Turkey use stealth marketing techniques after the restrictive laws-alcohol brands can't run a marketing campaign- become valid. Mentioned campaigns are heavily using social media as a channel so contents, language and strategies of shared posts made by these campaigns are really important in order to clarify how stealth marketing can be built.

Research Questions

With the guidance of the research purpose, we prepared three questions related with stealth marketing campaigns. These are;

- Which visual elements alcoholic brands use in order to reach their target public in their stealth marketing campaigns?
- Which narrative structure/structures alcoholic brands use densely in their shared contents on social media in the process of their stealth marketing campaigns?
- Which strategy/strategies alcoholic brands use densely in their shared contents on social media in the process of their stealth marketing campaigns?

Research Sample and Limitations

In this research, three alcohol brands Efes Pilsen, Tuborg/Carlsberg and Yeni rakı which can't be able to run any marketing or ad campaign after the law is valid. These three brands use different appeals and mottos in their stealth marketing campaigns and share their posts through channels named by these mottos. Because it is illegal that they can't use a brand/product name. While

deciding these mottos, their corporate identity elements help them, because many consumers already knew their identities so they can easily remember the specific brands even they didn't see the brand/product name. Efes Pilsen decided as "Birlikte Hayata(Together to Life)" and "Birlikte Güzel"(Together Beautiful); Tuborg/Carlsberg use "%100 Music" and "Gerekeni Yap!"(Do What You Need); Yeni Rakı use "meyhanedeyiz.biz"(we@meyhane). All these campaigns use social media channels as the main channel in order to reach their targets so facebook, twitter, youtube and Instagram channels are all active and also synchronized. As a result of this synchronization, researchers decided by to evaluate posts that shared on Instagram.

Instagram is the most used social media channel in Turkey for the last 2-3 years. As a result of it, brands use more heavily in order to share posts. In order to catch most actual data, we narrowed the dates between 15 October 2018 to 15 March 2019. Instagram stories are out of the data as a result of they have only 24 hours in a show.

Research Method

In this paper, a descriptive research method be in use. The purpose of this method is helping a researcher to reveal the research problem and related situations, variables and relationship with these all elements (Karakaya & Ay, 2007, p.58). Data of our research is shaped by the content analysis method and evaluate so. Content analysis is accepted as a qualitative research method which aims to reveal the concepts and relationships to explain the data obtained in the research (Yıldırım & Şimşek, 2013, p.259). As the first step of the content analysis, data about the research subject is gathered. Purpose of clarifying similarities and relationships of the stealth marketing campaigns, the coding tables were created. After four different coding tables fully revealed, we start to evaluate the campaigns with the guidance of the tables.

Four different coding tables are in use in this research. Table 1 helps to clarify the media channels that stealth marketing campaigns use. Table 2 helps to clarify the elements that were in use in campaigns. Both tables are shaped by researchers. On the other hand, table 3 is adapted from Akyol (2011, p.211) in order to help to clarify the structure and specialties of shared posts of campaigns' social media part. Finally, table 4 is adapted from Yeniçiktı (2016, pp.1015-106) in order to help to clarify strategies of shared posts. Both researchers fill four coding tables separate and compares and finalized in shared agreement.

Findings

Guidance of four tables, we evaluated the stealth marketing campaigns of three alcoholic brands in Turkey. First two tables are more about the campaign itself whether runs on social or traditional media or both, on the other hand, the other two tables are about campaigns' social media posts. The first table clarifies that which campaign uses which media channels to run the campaign and to reach for their targets. According to our research, all three brands use traditional media but Efes Pilsen is more dominant on this channel. With different sponsorships, Efes Pilsen executes a really important marketing technique and get a chance to shows itself on TVs which they are actually forbidden from. In order to an appearance in TVs, Efes Pilsen became a permanent sponsor for Turkish Airlines Euroleague. Also at all matches, they give ads on court ad boards so when consumers watch the game in front of the TV, they see their beer brand's corporate identity but no brand name. Also, Efes Pilsen is a sponsor or organize many different festivals, exhibitions or concerts. One Love Music Festival, Birlikte Güzel concerts and so on. Also, all

these activities seem to be organized as “Birlikte Güzel”, not brand itself. All venues are prepared by the same blue color, fonts look like Efes Pilsen font and of course, all posters are blue and had a “Birlikte Güzel” logo. Efes Pilsen also uses one music clip to show up on television. Gaye Su Akyol who is a young and promising singer made a song called "İstikrarlı Hayal Hakikattir" and it's video clip's dominant color is blue which is the same blue as the brand and also in video, there is a sign "Birlikte Güzel" in front of the bus which we remember it from Efes Pilsen's motto.

Pic 1: Euroleague Ad and Music Clip of Efes Pilsen



Yeni Rakı also another brand that uses a traditional channel. They are kind of secret sponsor for a publishing agency to publish rakı agenda and rakı encyclopedia. All these printed materials have similar colors, fonts and pictures with brand and “meyhanedeyiz.biz” motto. Also, Yeni Rakı has a traditional festival named as “Yeni Bi Fest”. Similar to Efes Pilsen, all venue is prepared with brand’s color and pictures and surely name of the festival already includes part of brand “Yeni” which means “New” in English.

Pic 2: Yeni Rakı Agenda and Festival



Other brands Tuborg/Carlsberg only uses concerts, festivals, and special events. Tuborg has a motto as “%100 Music” which comes from its old slogan as “%100 Malt”. All music concerts they organized has the same concept as %100 music and another brand Carlsberg which sells in Turkey by Tuborg has activities under the worldwide name as “#probably” just like similar to their slogan as “Probably the best beer in the world”. In our research, it shows that Tuborg tries to associate it’s brand with music, on the other hand, Carlsberg wants to have an association with “sports”. That is acceptable because Carlsberg is a sponsor of Champions League and Liverpool FC for so many years. In Turkey, Carlsberg organized a special event on the same day with “National Jersey Day” with “De Marke Sport” which is a news agency about mostly sport. Also for Bayer Munich-Liverpool game, they cooperate with Socrates which is another sports magazine and YouTube channel to broadcast a match story and also sharing a video about "How I become a fan of Liverpool?"

Pic 3: Tuborg/Carlsberg

Our research shows that Efes Pilsen is more powerful in their stealth marketing campaign's traditional side but on the other hand they had to change their mottos from "Birlikte Hayata" to "Birlikte Güzel". Maybe the reason is when you run a stealth marketing campaign, as a brand, you must be very cautious otherwise you can get caught by consumers, competitors or in this scenario by laws. Especially traditional media is more controllable by laws rather than social media, that's why if a brand runs a stealth marketing campaign, the main channel has to be social. At table 1, you can see which brand use which channels in their stealth marketing campaigns.

Table 1: Channels that Brands Use

Channels	Yeni Raki	Efes Pilsen	Tuborg/Carlsberg
Newspaper, Magazine, Printed Materials	+	-	-
Television	-	+	-
Social Media	+	+	+
Sponsorship	+	+	+
Concerts, Festivals, Exhibitions	+	+	+

In table 2., we have searched for answers that which elements of these brands use in their stealth marketing campaigns instead of their brand/product name to remind themselves to the consumers. As we know they can't use their names clearly so instead of names, they choose to use other corporate identity elements that tied with their old ad and marketing campaigns. The opportunity here was all these three brands are old brands in Turkey, so people all know their names, colors, fonts or slogans for a long time and even memorized them. In the end, consumers can easily remember them when they see a small hint about mentioned brands. Through this situation, all brands have decided new mottos or names that linked with their pasts and run their stealth marketing campaigns by these new elements. Also, they use these new elements as hashtags during their campaigns.

Table 2: Corporate Identity Elements Brand Use

Elements	Yeni Rakı	Efes Pilsen	Tuborg
Color of Brand/Product	+	+	+
Font	+	+	+
Slogan/Motto	+	+	+
Hashtag	+	+	+

Yeni rakı brand has decided to go with the "meyhanedeyiz.biz" concept. Meyhane refers to a special pub but with different kind of appetizers and foods that is in harmony with rakı. Also drinking Rakı is a different experience than other alcohols and it has own specific culture and rituals and all these come to light in meyhanes. We can easily say that meyhanes are like headquarters of Rakı. That's why they decided to go with that name and also they have launched a website with the same name and created contents about meyhane culture and created a meyhanes guide for Turks and tourists. So in the end, Yeni Rakı brand has been associated with all meyhanes in Turkey even there are different rakı brands can be able to buy. When we look at meyhanedeyiz.biz website and social media campaigns, we can easily understand that all are made by Yeni Rakı brand. Because all colors and fonts are same with the brand and all hashtags or contents they share is related with brand name as "Yeni(new)" such as "YENİden İnsanlık(again humanity) or "Yeni Bir Sebebin Olur Gidersin(you have a new reason makes you leave)".

Pic 4: Yeni Rakı Logo, Meyhanedeyiz.Biz Logo and Shared Content

Another brand that uses its corporate identity elements is Efes Pilsen. For many years, they use a slogan "Bira Bu Kapağın Altındadır(Beer is under this lid)" and also they had "Efes Pilsen" basketball team that is one of the strongest team in Europe almost associated with Turk's national team in minds but after this law, they also had to change the name as "Anadolu Efes". Before they had to leave traditional media ad world, they published one last campaign as "nebuşişe.com(what is this bottle.com)". On printed ad, there was no brand or product name or logo, there was only a bottle and ask people to name this bottle through a website. After a week, there was a new printed ad that has names of people who remember the brand name and write on a website. After that campaign, Efes Pilsen published the last goodbye printed as with "Even we didn't see each other, we know each other".

Pic 5: Efes Pilsen Ad Campaign



Efes Pilsen used as "Birlikte Hayata" motto after the law but after this motto became known, they had to change it as "Birlikte Güzel". With a new motto, they needed a new logo so they have designed a new logo with the guidance of one the oldest logo. Efes Pilsen has been established in 1969 and 50th years was on the way. That's why they finalized the logo with the old and new side of the brand. With 50 years celebration campaign, they made mostly social media-based activities and hashtags were as "50EnFesyil(50brilliantyears)" and Efes which is brand name was hidden in hashtags like other brands in our research. They used "EnFES" name with their team's wins also. When Anadolu Efes win the match, they always used that hashtag on social media as "EnFES Galibiyet(Brilliant Win)". As a marketing message, consumers keep seeing "EnFES" over and over again and already they know the brand name for a long time ago so under this situation, a law can't be able to put a boundary between brand and consumers.

Pic 6: Efes Pilsen, Birlikte Hayata and Birlikte Güzel logos



Also, they did give secret ads on some youtube channels. One of them is related to the young male group who made cold jokes to each other. One of the episodes, each member of all groups did emphasize that venue is so cold and on the background, there was a refrigerator with logo and color look just like Efes Pilsen. Also, some music groups were invited to the venue and they were keeping blue glasses. After "Birlikte Hayata" became known due to strong stealth marketing attack of the brand, this is also a strong technique that put "Birlikte Güzel" in danger but in the end, stealth marketing always finds a way.

Pic 7: Stealth Marketing Case of Efes Pilsen



Tuborg/Carlsberg brand also uses their own identity elements but more focuses on slogans. Tuborg had a slogan for years as "%100 Malt" and Carlsberg still has the same slogan as "Probably the best beer in the world". So after law, Tuborg uses "%100" as a motto and they organized music festivals or events under the name as "%100 Music", also their recruiting program has a name as "%100 Team". They create a website as "Gerekeni Yap(Dowhatuneeed)". During the design of the website, they focus on the same color with Tuborg and created contents on a website related to the brand. Website's slogan is again "%100 Life Guide" also related to the brand's motto. Their social media contents also include many similarities. When we look at their shared contents, we see that dominant color is the same yellow just like Tuborg's. Also, hashtags are very similar or close to Tuborg's motto. On the other hand, Carlsberg has a dominant color of green and they used with social media contents and use only hashtags as "probably". They focus on more sponsorships on social media channels that related to sports and especially football. They become sponsor some events related with De Marke Sports Organization and Socrates Youtube Channel.

Pic.8 Tuborg/Carlsberg



Stealth marketing mostly uses social media channels because it's the main focus is creating a buzz and e-w.o.m. According to this fact, we also wanted to analyze these campaigns' social media side. We analyze a total of 367 Instagram posts with the guidance of structure and strategies of shared contents. Birlikte Güzel's Instagram account shared 162 posts during our six months of research limit. Tuborg/Carlsberg's "GerekeniYap" account shared 65 posts and Yeni Rakı's "Meyhanedeyiz.biz" shared 140 posts. With that fact, we can say Efes Pilsen and Yeni Rakı is more active in Instagram and actually in social media because in our research, we see that their social media channels all have firm synchronization during in our research time. On the other hand in general looking, Gerekeni Yap account has 1.401 shared posts which is much higher than the other two accounts. Birlikte Güzel has 596 and Meyhanedeyiz.biz has 585 posts.

From that fact we can also say, Tuborg getting a bit slower than before. According to followers, Gerekeni Yap has 27.226 followers while it follows 294 accounts. Birlikte Güzel has 20.748 followers while it follows 1.091 accounts. Meyhanedeyiz.biz has 54.982 followers while it follows 0 account. The reason that Meyhanedeyiz.biz has much higher followers is actually it represents part of Turkish culture. Therefore it is a fact that Rakı has more fan in Turkey other than any other alcoholic beverages. But while it has much higher followers, it is a sad situation that they follow no account. As we all know interaction is one of the big game changer in social media when we see the competition between brands so getting an interaction also brands need to follow some accounts. Meyhanedeyiz.biz actually fails that one. Birlikte Güzel follows nearly more than 1.000 accounts which is a good number to get contact with consumers and getting interaction and also give a brand an opportunity to know the consumers better and see the trends of them. Also, Tuborg's number of followed accounts are not nearly close to the necessary point.

Table 3: Structures of Shared Contents

Structures	Frequency	Percentage
Informative	100	27,2
Influential/Emotional	59	16
Activator/Motivative	65	17,7
Peremptory	-	-
Story Telling	121	32,9
Joyful	20	5,4
Other	2	0,5
Total	367	100

Source: Akyol, 2011, p.211

In Table 3., we have searched answers under what structure they define and share their posts like informative, emotional, motivative, storytelling, funny, joyful and so on. A most used structure that brands use is storytelling according to research. Storytelling structure has %32.9 in all posts that means 121 posts. Storytelling is what we know is one of the newest but also most effective marketing message technique in the last couple of years. As a brand, if you be able to send your marketing message to the consumers with a story, it would be more effective. The reason for it that good stories are always more memorable therefore your brand or product become more memorable. Also having emotional appeal is really important for brands when they want to connect with consumers so stories give you this opportunity also. Another reason that our brands share posts with a story is that they behave like life guide and for accomplishing this guiding, brands must share real-life situations. For example, Meyhanedeyiz.biz shares content about a love story or celebrating a new job. Birlikte Güzel also shares contents that men/women listen to music and say "Together Beautiful". All brands also share some posts about nostalgia. They want consumers to remember the old days when they are closer to them. Also, Birlikte Güzel account shares stories about İstanbul's different districts.

When we look deeper in 121 storytelling posts, we see that 48 posts belong to meyhandedeyiz.biz, 39 is Birlikte Güzel and 34 is Gerekeni yap. From this number, we can say that meyhandedeyiz.biz

is stronger on it. Especially they focus stories mostly take place in meyhanes and create an emotional bond with consumers who live the same story with characters who live in the stories. Also, other brands use a remarkable amount of stories that Gerekeni yap's most used structure is also storytelling.

Pic 9: Gerekeni Yap, Meyhanedeyiz.biz, Birlikte Güzel Story Posts



In examples, Gerekeni Yap says "September comes and we can now say goodbye to summer whether we are sorry or not we have to wait for next seasons". Also, it is easy to see that dominant color is yellow which the same color with Tuborg is. The second post is about Meyhanedeyiz.biz and it asks "What is a gift we can give to the next table?" and "What must be a gift coming from the next table?". The story comes from one of the traditions that meyhane culture has. In meyhanes, people can send some gifts like fruit plate or appetizers. Also, it is easy to see a Raki is on the table. The third picture belongs to Birlikte Güzel. It tells a story about Karaköy which is an old district in İstanbul. Also, they give a story with some colorful illustrations because our main target is young people so they want them to impress and get attention.

An informative structure is the second most used by brands. 100 posts out of 367 which means %27.2 belongs to this structure. Whether is related or unrelated with brands, all three share posts about organizations, festivals or exhibitions through our these stealth accounts. In meyhanedeyiz.biz shares guide with the name of "Ehlikeyif'e Dört Öneri(Four suggestions to Ehlikeyif), Birlikte Güzel shares a guide with the name of "Bu Hafta Birlikte Güzel(Together Beautiful in This Week) and Gerekeni Yap shares events differently with specific pictures and timing. Birlikte Güzel has 61 posts out of 100 and that makes the account 's most used structure. Account uses this structure as announcing the events they organize. Meyhanedeyiz.biz has 24 and Gerekeni yap has 15 posts under the structure.

Pic 10: Gerekeni Yap, Meyhanedeyiz.biz, Birlikte Güzel Informative Posts



Third structure brands use is activator/motivative with %17.7 shares and 65 posts out of 367. This kind of structure is used for generally two purposes by brands. One of the reason is pushing consumers to come to the events they organize. Because in organizations, festivals also have a sales opportunity. When people go to the festival, they will see a sponsored brand stand and buy a bottle from there. Also when people go there, there can be more intimate communication between brands and consumers without the restrictions. Another important reason is the goal of having an interaction with followers. Many posts under this structure focus on inviting people to tag a friend or writing a friend's name. For example, Gerekeni Yap shares a concert and writes as "Tag a friend whom you want to go to this concert" or "Don't give up on your dreams, do what u need." Both two accounts, Gerekeni Yap and Birlikte Güzel is dominant on this structure. Gerekeni yap's motto is "do what u need" so it is also a motivative style. Birlikte Güzel has 35, Gerekeni yap has 20 posts under it and meyhanedeyiz.biz has 10 posts.

Influential/Emotional posts are on 4th most used by brands with %16 and 59/367. Especially both Efes Pilsen and Tuborg celebrate their 50th birthday and they share mostly posts about emotional contents regarding this situation. Also Yeni Rakı with the concept of meyhanedeyiz.biz shares many emotional posts with famous singer's song lyrics, poems, stories. The reason is again meyhane culture. People in Turkey is also a kind of emotional people and when they feel emotional they also go to the meyhanes and drink Rakı. Surely this structure helps brands to create an emotional connection with consumers and that is the main reason they use it in their social media campaigns. Under the structure, Meyhanedeyiz.biz has 25 posts while Birlikte Güzel has 21 posts and Gerekeni yap has 13.

Pic 11: Gerekeni Yap, Birlikte Güzel, Meyhanedeyiz.biz Emotional Posts



Finally, joyful posts have %5.4 of 367 posts. One of the reasons that this structure is low because all brands use their stealth accounts as a kind of life guides so they choose more storytelling, informative and motivator structure rather than joyful. They want to motivate consumers to be active in life, travel, go to concerts they organized and so on. Even there are 20 posts under a joyful structure, it is not much regarding the other structures. All three brands positioned themselves more of a mentor.

Table 4: Strategies of Shared Contents

Strategies	Frequency	Percentage
Informative/Announcement	120	36,4
Campaign Introduction	10	1,85
Promotion	-	-
Advertising	-	-
Social Responsibility	3	0,81
Interaction	162	43,2
Special Occassion	49	10,4
Sponsorship	-	-
Sales Promotion	-	-
Campaign(Corporate)	3	0,81
Organizations	2	0,54
Stakeholder Communication	11	4,9
Other	7	1,23
Total	367	100

Source: Yeniçıktı, 2016, pp.1015-106

In table 4. We have searched for answers that which strategies brands use in their stealth marketing process on social media posts. According to old researches about the subject, there are different strategies such as promotional, advertising, special day, social responsibility, interactivity, sponsorship, campaign introduction, sales support, activity/competition, information/announcement, stakeholders communication and so on. Our research shows that the strategy of creating interactivity is the most used strategy brands use. 162 out of 367 which means %43.2 posts are shared by brand with the purpose of creating interactivity between brands and consumers. Brands share contents about consumers who give a shot for changing their life, try to motivate them, ask questions to learn from them more and ask them to invite friends to the accounts and so on. Brands want to speak with the consumers through social media which is the already best strategy that old data about it showed us. In this strategy Birlikte Güzel has 70 posts, Gerekeni Yap has 56 and Meyhanedeyiz.biz has 36 posts under this structure. In table 3 activator/motivator structure is the third most used structure, all these posts related to this structure is also related to interactivity also. Examples at below says, “2019 will be a great year for all of us, so c’mon everyone writes new year wishes” and “Agar Agar concert has finally came. Who is sad that can’t be able to get tickets and join this awesome concert which is already sold-out long ago?”

Pic 12: GerekeniYap and Birlikte Güzel Interaction Posts



The second strategy that brands use is an informative/announcement with a total number of 120. Birlikte Güzel has 59, Tuborg has 16 and meyhanedeyiz biz has 45 posts under the structure. Announcing the dates of concerts, information about social media competition like giving away free tickets, changing about brands, fashion or etc. are the main elements of this strategy. The third strategy is about special occasions with 49/367 posts. Especially Tuborg and Efes Pilsen's 50th year is 2019 and that is why two stealth accounts of them shared many posts about this special year. Also in our research time, there was 8 March World Women Day, 14 February Valentines day and all brands share contents about these days also. Under the structure, meyhanedeyiz biz has 24 posts mostly about women day. Birlikte Güzel has 17 and Gerekeni yap has 8 that mostly about their 50th birthdays.

Pic13: Meyhanedeyiz.biz and GerekeniYap Special Occasion Posts



As it is mentioned earlier, all brands use their accounts as a life guide. For looking these stealth accounts like a life guide, there must be some other brands that can be associated with young people who are their main target. For example, new singers or bands, coffee brands, new venues or theatres young people can go and so on. According to this fact, accounts also share some posts about stakeholders. They made an interview about a coffee shop owner or band and publish on their websites and accounts. Also, they give some promotional codes that followers can go and have a discount. Stakeholders communication strategy belongs to 11 posts under the strategies. Actually in marketing strategy, if brands want to look like a life guide for young people. That strategy must be used more. In guides, there should be more brands, especially guides for young people. Because they follow new trends, travel more, follow fashion and so on. According to this fact, many brands can take part in these accounts as a part of this life guides. Examples at below say "If you say this one of Forfun Hoodie's must be mine then follow us tag 3 of your friends to this post". It is also easy to see that dominant color of the post is as aşways blue and

hoodie that right girl wears on writes "wish you were beer". It also refers to a beer brand Efes Pilsen. The second example is about Spotify. It writes as "Where is %100 music, gerekeniyap is there. You follow us on Spotify, right?". Similar to Birlikte Güzel post, it's dominant color has yellow which is dominant brand color and also there is a clear proof that gerekeniyap.com is stealth account of Tuborg.

Pic 14: Birlikte Güzel and GerekeniYap Stakeholder Posts



Conclusion&Suggestion

In this paper, stealth marketing campaigns that three alcohol brands run in Turkey are analyzed. The reason that brands prefer to use stealth marketing is restrictive laws that forbid them to run a marketing campaign in Turkey. With this new situation, brands decided to create new names and media channels which have very similar corporate identities with the original brands and use these channels in order to reach their target publics without getting caught by the laws. Efes Pilsen has been created "Birlikte Güzel" with the same blue they had for years and also the same font. Tuborg and Carlsberg created a "GerekeniYap" website and social media channels and both website and social media channels have dominant color as yellow and also Tuborg's main slogan was "%100 Malt" so they created it as motto and website's slogan is "%100 Life Guide", Their organizations under name of "%100 Music". Carlsberg that be imported by Tuborg use probably as campaign name and surely dominant color is green. On the other hand, Yeni Raki has been created "Meyhanedeyiz.biz" and dominant color is dark blue and red which are also the same with original logo and also meyhanezeyiz.biz logo has the same dark blue frame. After all these new channels start the stealth marketing campaign, their all posts, pictures, suggestions, organizations are somehow related to the original brands. In addition, their use of colors in posts, hashtags, contents of events they organize and communication they create with their consumers are all proofs that these are creation forbidden brands use. These findings also give answer to the first research question. According to our research, all brands densely use their iconic colors and fonts. They use fonts for not just campaign's name but also almost all shared contents. Through colors and fonts, brands try to reach their target public in easier and more effective way. When all consumers see these colors and fonts, they easily recognize the brand and create a bond with the brand.

Without a doubt, the main channel to run stealth marketing is social media in all three campaigns. The main reason for choosing social media is it is harder to control by the laws and governments compared to traditional media. Also, a young public who are the main targets of brands spend their time mostly in social media and that makes social media is the easiest and most effective

channel to run a stealth marketing campaign. However, in our case, brands didn't hold back from traditional, they also add it in their campaign process and try to reach their all targets.

When analyzed the stealth marketing campaigns who ran by these new channels that created by the brands as a legal gap or opportunity, findings show that three brands follow the new marketing trends and have efforts to create a right and effective marketing messages to the changing consumers. Researches and practices in marketing world reveal that emotional messages are more effective than rational ones and creating these emotional messages, storytelling becomes an important tool. In our findings, all three brands did support the same outcome. With their channels, brands try to use communication and interaction in order to create an emotional bond with their target public through stories which are the most used structure by brands' in a stealth marketing campaign. Also, brands have a purpose of announcing their concerts, festivals or exhibitions organized by them on their Instagram posts. The main reason they also use their channels as an announcement center is also these events create an opportunity on both sales and create more intimate communication. People who attend these events will also see their clear brand names and see bars that sell their beverages so events also give a brand an opportunity for a direct sale. The third structure of their Instagram posts use is activator/motivator. While brands creating the channels, they introduce them as a life guide, mentor or meyhane guide. According to this introduction, brands also focus on giving information about life, motivative speeches that tell them to run after their dreams and so on. Fourth structure of post is emotional and influential that again helps brands to create an emotional bond with the public. These findings also give answer for second research question. Our research shows that storytelling, informative, activator/motivative and influential/emotional structures are most used structures by brands in their social media side of their campaigns.

When analyzed the social media strategies of the shared posts, findings show that nearly half of all 367 posts have a purpose of creating an interaction. Social media gives opportunities to brands like reaching directly to the consumers or getting interaction with them so by looking from that angle, we may say brands do it right but on the other hand, brands didn't choose to follow back to the consumers. Social media also gives brands opportunity to know consumers better and be aware of how consumers change, what are their new expectations and so on so not following them keeps brands away from these advantages and may bring disadvantages like staying behind in competition in customer satisfaction. Second strategy brands use informative/announcement which takes nearly %37 of shared posts. It shows that brands also see social media like some kind of bulletin board. Research question 3 also has an answer as brands use social media in their campaign process under interaction and informative/announcement strategy.

This research that took six months of duration reveal some common points that brands apply in their stealth marketing campaign on social media channels and also, it provides some tips for other brands that can run a stealth marketing campaign in future. According to these common points, brands should share stories and while creating these stories they must create it with the most effective ways for their specific targets. Another important point is that brands should behave as a mentor, guide or even a friend for young consumers instead of behaving like a salesman. In this way, brands also can reach all people not just their primary targets. Being interactive is one of the most important strategies on social media and brands must never give up

on it and also share posts that followers also can get involved. One final thing is brands must create their marketing strategies and messages according to emotions, passions or life goals that be shared by their target public feel. Only in this way, they can arouse interest from people and convince them, otherwise, they eventually are forgotten in these huge amounts of messages, videos, brands and so on.

As a result, it is shown that stealth marketing campaigns also can be applied without the knowledge of laws, not just consumers or competitors. Therefore it is clearly shown that by today's opportunities that technology gives, no laws or boundaries can be successful in order to brands that have goals to reach their consumers. But to accomplishing this, brands must be cautious. Messages and channels must be selected carefully. Insufficient and ineffective messages or channels can't be able to tell consumers which brands run the campaign and this affects the success of the campaign. On the other hand, using channels and messages so intense can cause to harm the campaign's stealthy and the campaign may become known by all public including the laws and it can end sooner than expected.

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