

## Guerilla Communications

Tuesday 12 March, 2013

When it comes to choosing an integrated marketing communications agency for your next campaign, finding the right agency that will be able to closely match your brief can be akin to finding a needle in the proverbial haystack.

However, one firm that has continually managed to stand out from the marketing crowd is Guerilla Communications, who have been executing ideas with maximum impact on behalf of their clients since 2002.

With a name like Guerilla Communications, you would expect them to wage war against the marketing status quo, and that's certainly what they have built their success on over the past 10 years.

[Guerilla is a Creative Marketing Agency](#) with offices in Newcastle and London, offering a comprehensive range of Marketing Communications Services that includes:

- Advertising
- Branding
- Design
- Digital
- Digital Signage
- Environment Design
- Integrated Marketing
- Public Relations

Irrespective of whether it is for household names, such as Nike, Stagecoach and the National Trust, or local SME's, Guerilla Communications always base their value proposition on the unique objectives and requirement of their customers; in the murky world of 'one size fits all' marketing agencies, this approach is extremely refreshing.

James Allen, Managing Director of Guerilla Communications, believes that "the challenges and objectives are unique to an organisation, which is why we provide bespoke and non-biased media and marketing services that meet your specific requirements".

This means that Guerilla are solely focused on what's best for the customer, which ultimately helps to save time and money, create real value through dynamic marketing solutions, and build strong working relationships.

In direct contrast to marketing agencies that have an air of aloofness about their practices, Guerilla aim to integrate their clients into every stage of the value creation process, which helps to maximise the effectiveness of a campaign and also build trust.

This is because a client's resources, such as their skills and knowledge of customers, are combined with Guerilla's own unique competences in marketing strategy and creative thinking, to co-create a service offering that is sure to get your company noticed.

It is this unique approach that has seen them go from strength to strength and execute campaigns for clients across a wide range of sectors, including transport, tourism, retail, and healthcare.

Guerilla also has extensive international experience in the highly competitive pharmaceutical sector, which has seen them provide clients with pharmaceutical marketing services that have been highly effective and delivered maximum return on investment.

If your business is currently fighting a losing battle against empty promises and unfulfilled value propositions, and you need to make your next marketing campaign count, maybe it's time you joined the marketing resistance.

If you would like some more information about how Guerilla Communications could deliver intelligent marketing solutions for your business, visit their website today for examples of their work and more

<http://www.guerilla.co.uk/our-work>

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