

GUERRILLA AND EMOTIONAL ADVERTISING: CELLOCANLAR EXAMPLE OF THE COMPANY TURKCELL

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Makale İlk Gönderim Tarihi / Received (First): 05.12.2018

Makale Kabul Tarihi / Accepted: 15.05.2019

Abstract

Turkcell is the leading brand in Turkey's GSM sector thanks to the successful marketing and advertising strategies it implements. This research analyses how Turkcell has implemented the different variables of advertising tools into a competitive edge in the GSM market and the role of the "Cellocanlar" commercials in this success. In this study, detailed information is provided on Turkcell's marketing and advertising strategies for the "cellocanlar" commercials. The main purpose of this study is to understand the causes of Turkcell GSM company's success. The triumph of Turkcell, which created accomplished brand awareness and reaches nearly 50 million customers in Turkey, comes from the usage of children named "Cellocanlar" as a brand figure, who are not potentially GSM users, and who have been acting in different ad formats for nearly 16 years. This study suggests that Cellocanlar took a role in ad campaigns and successfully became the brand figure of Turkcell by wearing cute costumes and acting coherently with Turkish culture and social values. The basic approaches of the study were determined as the successful application of guerrilla and emotional advertising by placing emphasis on the Turkish culture and social values. The hypothesis developed in parallel with this approach provided new perspectives to the literature.

Key Words: Guerilla and Emotional Advertising, Turkcell Company, Cellocanlar.

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1. Introduction

In the global competition area, the main goal of the organizations is not only to earn profit but also to increase sales, to respect the public's interests, and to strengthen their image, respectability and prestige. In this context, the performance of marketing activities becomes important for the organizations as much as the quality and quantity features of the products.

Turkcell is the top GSM operator in Turkey, and the brand has a well-known reputation for service quality. Rabbits and snails inspired the company's official logo. The rabbit forming the lower section symbolizes speed and the snail forming the upper section symbolizes the feature to communicate with the antennas. The "cello" logo is presented in yellow and dark blue and in a variety of sizes. Turkcell has used this logo consistently since its establishment. It has placed this logo into the Turkish people's memory using all kinds of advertising tools.

The advertising model of "Cellocanlar", which are used as figures of advertising by Turkcell, began in 2000 and continues in different versions. "Cellocanlar" can be pronounced as "cell-o-chanlar" in English. "Cellocanlar" is a group of children aged between 5 to 8. These children wear the same colored costumes as the "Cello" logos.

Children's hats have two long antennas; in this way, they have become the brand symbol of Turkcell. A child and a man took part in the first "cellocanlar" commercial. "Selahattin" and "Can" played together in this advertising film for the Turkcell. "Cello" is the logo of Turkcell. "Can" is one of the most popular first names in Turkey. It has the meaning of "life" or "soul". This name also has a positive connotation among Turkish people with a meaning of "child". After this commercial, different groups of children named "Cellocanlar" have acted as the advertising figures of Turkcell.

Through the different contents of this advertising film, "cellocanlar" is now known in Turkey as a logo or brand figure of Turkcell. Especially, the tiny, sweet, pretty and clever children introduce all campaigns and products of Turkcell to the Turkish people. "Cellocanlar" is known well by everybody in Turkey as a mascot, logo or brand for Turkcell.

In addition, the "Cellocanlar" ad series has been the subject of research in various studies conducted by academicians in Turkey. These researches on advertising are concentrated in the context of marketing and customer relations. It is observed that Turkish researchers are critical towards this successful long-term ad campaign by Turkcell in their studies. That is to say, why would the leading firm in the market jeopardize its brand value with such an unethical ad? Academics who approach the subject in this manner are unable to come up with a logical answer to this question. Because on one hand, the company continues to insist on this ad, and on the other hand, it continues to grow and improve its customer base.

"Cellocanlar" is at the center of the marketing and brand management strategies of Turkcell. In this respect, it has been claimed that Turkcell has been using the visual identity of "cellocanlar" as guerrilla and emotional advertising tools. Here is a notable point; Turkcell does not use this figure to advertise in other countries it operates in. That is to say that the advertisement figure "cellocanlar" is used only in Turkey. In other words, "cellocanlar" is used as an advertising figure only in Turkey. This may be explained by the fact that the GSM sector is highly advanced and has intensive competitive conditions in Turkey. Turkish people frequently use GSM phones to communicate with their children.

Because it is the pioneer of "Cellocanlar" and the guerrilla marketing strategy, Turkcell differentiates itself from its competitors operating in the telecommunication market of Turkey (Nardali, 2009). Guerilla marketing, which consists of strategies that can be applied by telecommunication businesses such as Turkcell is an important marketing tool that is used in order to gain success in such

a competitive environment (Yüksekbilgili, 2014). Guerrilla marketing draws its strength from creativity and the power of imagination, which Turkcell applied with its “Cellocanlar” guerrilla marketing strategy. Turkcell also applies a different, surprising, original and entertaining strategy with “Cellocanlar”.

Turkish parents feel themselves responsible towards children of all ages. According to the law in Turkey, parents are responsible for their children until the age of 18. However, according to Turkish culture and traditions, Turkish parents are responsible for their children until the end of their lives. For this reason, they always want to communicate with their children, and their daughters in particular. Therefore, the “Cellocanlar” advertising films were chosen by Turkish families. In this study, it has been discussed that children have been acting in GSM advertisements as “Cellocanlar” although they are not potential customers of Turkcell. This study suggests that Cellocanlar took a role in ad campaigns and successfully became the brand figure of Turkcell by wearing cute costumes and acting coherently with Turkish culture and social values. Therefore, the basic approaches of the study were determined as the successful application of guerrilla and emotional advertising by placing emphasis on the Turkish culture and social values. Extra information on guerrilla marketing will be provided in the following sections of the study.

2. Literature Review

In recent years, traditional marketing applications have been replaced by guerrilla marketing as a result of looking for ways to get rid of the chaos caused by most enterprises, with different methods of marketing communications (Levinson, 2008).

In this context, guerrilla marketing and business marketing activities are implemented in different applications by well-known businesses for new opportunities (Ryals & Knox, 2001: 535-537).

Guerrilla marketing is a marketing technique exploited to a large extent by small businesses based on periodic and surprise moves to demoralize their opponents, which requires creativity, imagination and the ability to act quickly. (Fornell & Lehmann, 1994). Today, an increasing variety of products and services negatively affects the profitability of enterprises. In this situation, enterprises tend to seek lower costs in strategies while creating marketing activities in different, innovative and effective ways (Wood, 2013).

Creativity and entrepreneurial spirit in Guerrilla marketing emerge during the advertising activities. Guerrilla marketers position products or services in different positions in people's minds using techniques that affect people in different perspectives. In the mind of the consumer, this difference makes it possible for the advertising message created during positioning to be communicated. This situation plays an important role in increasing the effectiveness of advertising for businesses (Levinson, 2014; Pride et al., 1985).

For example, the advertising campaign conducted by Marlboro is flexible enough to introduce the same concept for many products. Marlboro has been making many different newspaper, magazine and television advertisements for a long time using the same cowboy and horse (Wood, 2013).

In Turkey, Turkcell has been using the same characters in ads for many years; the characters “cellocanlar” “Free Girl” can be given as examples. Quick-jump based marketing approaches often result in indifference. It has been a long time since the anchorage of the best marketing campaign in the U.S. and Turkey.

Turkcell's “cellocanlar” and the Marlboro “cowboy” did not impact sales and promotion immediately, but their effects are still ongoing (Levinson, 2008).

With the help of guerilla ads, companies try to establish better relationships with their customers and therefore increase their profits. From this perspective, a guerilla's knowledge of the dynamics and the culture of a society can help him/her to influence the community (Lusch, 2007).

This is the first priority in guerilla warfare. For this reason, smart guerilla marketing gives prime importance to the issue of public relations (Ryals & Knox, 2001). If the profit from customers reaches a consistently high level, spending a part of the profits derived from a variety of sponsoring public relations and social activities do not harm the profitability of the company. (Kotler, 2015).

The popular image of ambushes and hit and run portrayed for guerilla tactics is only partially correct. The aim is not to inflict damage on the conventional forces but to gain supplies (Thomas, 2005:34). It is critical for a guerrilla force to build relationships with the local community. They depend on them for cover and often for food. Most of all they need good information for themselves and bad information to go to their opponent. This will only happen if the local community favors the guerrilla forces (Wood, 2013).

At this point, advertising agencies and marketing experts developed an approach in recent years, that deals not only with what the consumers are doing but also tries to understand why they do so. Yet, it is more accepted that consumer behaviors and habits are substantially affected by and even defined by culture (Solomon et al., 2016).

The word “culture” comes from “colere” in Latin. The denotation of “colere” is crop, order and maintenance (Chen & Popvich, 2003:23). In cultural anthropology, culture is understood as both human behaviors and results like idea, belief, conception and value systems apparent with their material and immaterial products. As lifestyles of all societies are not similar, some differences are observed between cultures. However, there are main elements at which all cultures unified (Schein, 2016).

Culture deals with how these people dress marital customs and family lives, work formats, religious ceremonies and leisure time activities. Culture is the accumulation of learned and shared values, beliefs, behavioral properties and symbols. Culture may be analyzed for all times as a fixed fact resulting from our relations with others (Giddens, 2000; Solomon et al., 2016).

Consumer culture is becoming increasingly globalized, and brands have become signs of a global ideology of cultural (and commercial) value and power (Nasr, 2008). In fact, the tempting imagery of contemporary consumer culture and marketing, the prime vehicles that bring this imagery about, may be considered some of the most important drivers at globalization. The process of globalization has attracted a tremendous amount of interest in the last couple of decades (Zaltman, 2016).

Therefore, a successful advertisement should focus on an idea that is remarkable, specific, suitable, effective, monitory, stirring, simple, understandable, and clear, grasping the foresight of the consumer (Solomon et al., 2016). The emotional approach to the consumer starts from the assumption that consumers establish relations between their positive and negative feelings while evaluating the advertisement messages of the consumers (Zaltman, 2016).

Another characteristic of such emotional messages is that these messages are also effective in the cognitive stage as they are reminiscent of the good experiences of the past. These said good experiences, as a feeling, are transferred to products (Chen & Popvich, 2003). Besides, mostly related consumers also do have to live these experiences. The imagination of the consumer, who is expected to feel empathy for the experiences of the others, is stirred (Thomas, 2005).

The advertising men, who act upon positive and negative emotional messages, aim to direct consumer preferences towards advertising objects, products or services without excluding rationality

(Nasr, 2008). Emotional messages point out the experimental side of consumption. A frequently observed strategy is to regenerate emotions or to provide the recall of true-life feelings of target mass by daily life clips and therefore achieve a connection between the brand mark and a feeling (Blattberg & Thomas, 2006:306).

Nowadays, the consumer does not deem the goodness of the product and the service as sufficient, but also wants it to seem as good (Thomas, 2005:34). Especially with the modernization of production, the emotional perception of the products became more important than the product itself due to decreasing differences between the products. In accordance with this reality, advertising men emphasize the use of emotional messages in order to realize the attitude of buying (Anholt, 2003).

The followers/readers of advertisements should be able to read the forwarded emotion accurately and be able to set the link of the product. While forwarding the emotion, the balance should be maintained with rationalistic messages if possible. When this fact is generally overviewed, it is realized that while editing an advertising message, instead of rationally emphasizing the product or service, the priority is to set a brand communication that has an emotional connection with the consumer (Thomas, 2005).

In the beginning, a brand was the red hot iron used for applying a mark of ownership. The burn was indelible and difficult to imitate. Today, brand owners use holography to distinguish their products from the fakes (Chen & Popvich, 2003:22).

All marketing activities should be linked to the brand. The term "integrated marketing communications" indicates the intention to ensure consistency of messages to all customers (Blattberg & Thomas, 2006:303). Effective communication requires the marketer to simplify the brand proposition and select perhaps only one of its many appeals (Ambler, 1996; Gupta et al., 2004). The growing body of research on the relationship between brand retention and increased profitability has encouraged companies to view their relationships with customers as assets themselves (Fornell & Lehmann, 1994).

In addition, Mascots can be helpful in building the brand, but they might remove the strategy behind the brand's attention from its goal (Lusch, 2007:3-4). In the long term, a mascot helps a brand's identity to settle. Turkcell's "Cellocanlar" can be given as an example of this by being the most-known mascot in Turkey.

Finally, everyone else believes that our emotions ("feel!" or "affect" in academic-speak) influence many of our buying decisions but there is a dispute over the sequence of events. The classic model was AIDA (Awareness, Interest, Desire, and Action), which has since been overtaken by the "hierarchy of effects" terminology (Gupta et al., 2004; Ambler, 1996).

Both assert that, after cognition has clicked in, i.e. awareness, affect is also stimulated and results in purchase. Despite the many debates on the recall, it was the solitary indicator used by many as the effectiveness of advertising (Zaltman, 2016).

There is a relationship between cultural values and emotional advertising as supported in the marketing literature (Lin, Koroglu, Olson, 2012; Miller, 1999; Lin, 2013). Therefore, in the study H₁ are developed. In addition, there is a relationship between logo, brand and personality as proven in the literature, (Brasel & Hagtvedt, 2016; Kapferer, 2008; Girard, 2013) so based on this, a second hypothesis was developed. Then, the corporate social responsibility literature has been analyzed in order to find the relationship between marketing promotions and corporate social responsibility projects, which is approved (Dahlsrud, 2006; Dincer & Dincer, 2007) therefore, the third hypothesis was developed. In the end, we found a strong relationship between guerilla marketing and brand awareness in the literature

(Huang & Castronovo, 2012; Krake, 2005; Hutter & Hoffman, 2011; Blandína Šramová, 2015), so we established the fourth hypothesis.

Accordingly, in this study, we will argue 4 hypotheses as in the following;

H_1 = *By Turkish people's national cultural values, cellocanlar is a figure of emotional and effective advertising,*

H_2 = *Turkish people placed "cellocanlar" in their memories as a brand and logo of Turkcell,*

H_3 = *The social responsibility projects "Cellocanlar" and "Kardelenler" were seen as two different projects by Turkish people,*

H_4 =*There is a strong relationship between guerrilla marketing and brand awareness.*

3. Methodology

In this study, in which the main aim is to answer the following research question: "How has the Turkcell commercial, which uses children, become successful in the Turkish customer's mind?" as the qualitative research method (Brayman & Bell, 2011).

Therefore, it has been tried to conduct interviews with costumers, instead of this theoretical and empirical research. Therefore, data about the demographics of Turkish people in general and the Turkish people using GSM operators could be collected.

In theory, Perner's (2003) semi-structured interviews are samples of two-way communication. This research method can be used to both give and receive information. According to Bryman and Bell (2007), interviewers can ask new questions in qualitative interviewing.

It may change during the interview according to the interviewees' answers. This type of interviewing starts with more general questions or topics. After that, relevant topics are going to be identified by asking new questions according to the answers of the customer (Harrell, 2009).

Although there are limited sets of questions, this type of interview is flexible enough in that new questions could be asked according to the responses of the interviewee. This method has provided an elastic border in order to reach the answers that are sought in this research. First, qualitative information was obtained from a sample of Turkcell customers. It can be considered that 100 people were selected for this interview.

Through this method, a range of insights was gained on specific issues. Asking general questions at the beginning and widening systematically according to the answers coming from the interviewee, valid realities were able to be reached.

4. Results

The semi-structured interview technique was used to collect data from customers one to one and examine the results of the theoretical framework of this observation. In this chapter, the results of the semi-structured interviews conducted with a hundred Turkcell customers will be assessed.

At the beginning of the interview, in order to get to know the subjects briefly, personal demographic characteristics of the participants were determined in accordance with the answers to the questions posed. In this first section of the interview the following question was asked to identify the interviewees: "Could you tell us a little about yourself?" Therefore, some information on their ages, marital statuses, their families and children were obtained.

In this context, 100 of the participants, that is to say 100% of them, are married. In addition to this information, 53 female and 47 male participants took part in the surveys. It was understood from

the answers that all of the participants had children. All of the married subjects are parents with at least one and at maximum four children. The age average of the respondents was 30.8. College graduates make up the majority with 60%. Moreover, 40 people are homemakers and other 60 participants are working in different places and sectors. Occupation groups consist of civil servants, architects, teachers, real estate agents, officers, store managers and self-employees.

After the identification of the interviewees, the following question was asked to them; “How much time do you spend talking on your phone and why?” According to the answers of the participants, it was learned that they talk on their GSM phones every day for 30 minutes- 2 hours per day. All of the subjects of the interview use the Turkcell GSM line and their average frequency is stated to be 9.6 years per capita. In addition, especially the mothers that have teenage girls said that they talked on their phone for more than two hours on some days.

The results of the interview conducted with 100 people are analyzed below in terms of the research hypotheses and in general terms. The findings of the interviews conducted revealed important results. Some remarkable results are listed as the following:

In this section of the interview, the participants were asked the following question: “What is your opinion on the Turkcell Company? How would you evaluate the service quality of this company?” According to the responses from the interview, firstly, it can be said that the participants expressed their satisfaction with the Turkcell company in general. In average, the interviewees evaluated the quality of service as fine. The reason for the customers to choose the brand is not only for the quality of the overall direction of the width of the coverage, but also because other family members mostly use this brand. It is obvious from the experiences of that participants and can be easily understood by looking at the customers’ frequency of use that Turkcell has a successful customer relationship management.

All participants find “cellocanlar” cute and sweet and associate them with their own children. The ‘Cellocanlar’ are sweet, congenial and engaging, and they affect consumers emotionally. What the ‘Cellocanlar’ figures provide to the company is that they establish emotional ties with costumers. Thus, ties of affection are established between the company and its customers. In addition, some of the grandparents among the participants liken “cellocanlar” to their grandchildren. However, no one mentioned the positive effects of these ads on their brand choice.

The participants see the emotional return and phenomena of craving in the "cellocanlar" ads. In Turkish culture, parents feel responsible for their children throughout their entire life and in accordance with this result, parents compare even their 20-year old daughters to “cellocanlar”. Married women perceived ‘Cellocanlar’ as establishing emotional ties between the customers and the company. Because they associate ‘Cellocanlar’ with their children, ‘Cellocanlar’ remind them of their children getting married and having children. All of the participants find ‘cellocanlar’ attractive and acknowledge that they are positively influenced by them.

According to the answers of the interviewees, it has been detected that all participants are familiar with Turkcell’s visual identity “cellocanlar” and find the connection between this identity and the TurkcellGSM company’s logo with the exception of one participant, and it has also been detected that when they see or hear the name “Cellocanlar”, the first thing that comes to their minds is the Turkcell brand. At this point, it can be said that ‘Cellocanlar’ contribute to the effectiveness of Turkcell’s advertising and they are known as a symbol of the company’s conscience. Therefore, it can be said that there is a direct relation between ‘Cellocanlar’ and Turkish culture. Namely, cellocans are the products of Turkish culture.

Sixty of the participants (60% of the participants) heard about the social responsibility project “Kardelenler”, Turkcell’s financial support to poor girls who are unable to attend school. Even a teacher,

who has detailed information about this project, recalls that “Cellocanlar” took part in the advertisements for the project. Although “cellocanlar” did not take part in the promotion of this project, the public thinks otherwise.

Most of their customers perceive a close relation between Turkcell’s ‘Kardelenler’ project and cellocans. Most costumers agree that they complete each other. There is a close relationship between the ‘Kardelen Project’ and the ‘cellocans’ of Turkcell. It can be said in accordance with the answer of respondents that these images complete each other and that ‘Cellocanlar’ are the face of social responsibility for Turkcell. It is mostly perceived that ‘Cellocanlar’ and ‘Kardelen’ are parts of the same project. In their advertisements, they use the cellocan characters; who reflect the ‘clean face’ of Turkcell and represent the ‘social responsibility’ side of the company. Cellocans are child figures. By using children in their advertisements, they win their customers over emotionally. There is a close relation between cellocans and the company’s social responsibilities. In effect, ‘Cellocanlar’ remind the corporate social responsibilities of the company.

At the end of the interview, participants answered the following questions: “In your opinion, what is the aim of Turkcell in using children for advertising although they aren't potentially GSM customers?” “What do you think of this application?” “In your opinion what does the Turkish public think about those advertisements?” When the answers to these questions are analyzed, it can be seen that none of the participants are bothered by the role of children in advertisements. In fact, the public likes and supports “Cellocanlar”. The participants do not believe that children are emotionally exploited in these ads.

According to the interview results, all of the participants like “cellocanlar” and find similarities between them and their own children. Participants also expressed their feelings of responsibility towards “cellocanlar”, as they feel towards their children. In this context, the research's first hypothesis *“by the Turkish people’s national and cultural values, cellocanlar is a figure of emotional and effective advertising”*, was confirmed. Especially the participants with daughters showed more accuracy in this jurisdiction.

The second hypothesis of the study, *Turkish people placed “cellocanlar” as a brand and logo of Turkcell in their memories*, was confirmed by the answers given by the participants. Two of the participants gave the wrong answer on Turkcell’s brand logo. When they were asked about the logo, they said that “cellocanlar” is not Turkcell’s logo but when they were asked again they changed their answer and said that “cellocanlar” is the logo, not the snail. All of the participants initially think of the “Turkcell” brand when they hear “Cellocanlar” and think it is the mascot emblem of Turkcell.

Sixty of the participants has knowledge about the social responsibility project “Kardelenler”. However, their answers reveal an important misperception. Although cellocanlar were not present at the promotion of the “Kardelenler” project, participants unified these two events in their minds. Although each ad campaign started in 2000 with different advertisement films, the girls in the films were mixed in the participants’ memories. According to these results, the third hypothesis of the research was partially confirmed. In other words, Turkish people perceive “Cellocanlar” and the “Kardelenler” project as the same ad.

According to the results of the interview, it can be said that Turkcell successfully uses “Cellocanlar” as a method of emotional and guerrilla marketing to influence visual identity. The fourth hypothesis was also confirmed due to this situation, because the participants said that after watching the ads, they had feelings of longing and reunion. They say that these ads manipulate them using feelings. The new product and brand awareness of Turkcell are at very high levels because of “cellocanlar”.

As a result of this study; all hypotheses except the third hypothesis were confirmed.

H ₁	Supported
H ₂	Supported
H ₃	Not Supported
H ₄	Supported

The “Cellocanlar” ad series has been the subject of research in various studies conducted by academicians in Turkey. These advertising researches are concentrated in the context of marketing and customer relations. It is observed that Turkish researchers, are critical in these researches towards the successful long-term ad campaign of Turkcell.

This study suggests that Cellocanlar took a role in ad campaigns and successfully became the brand figure of Turkcell by wearing cute costumes and acting coherently with Turkish culture and social values. The basic approaches of the study were determined as the successful application of guerilla and emotional advertising by placing emphasis on Turkish culture and social values. The hypothesis developed in parallel with this approach provided new perspectives to the literature.

In this context, these studies perceive these ad campaigns by Turkcell as unethical and as abusing children emotionally. However, the researchers approaching the subject in this way fall in a contradiction. That is to say, why would the leading firm in the market jeopardize its brand value with such an unethical ad? Academics who approach the subject in this manner are unable to come up with a logical answer to this question. Because on one hand, the company continues to insist on this ad, and on the other hand, it continues to grow and improve its customer base. In addition, a negative public opinion against the company does not emerge. Also, the public does not have a negative perspective on the issue. So, when examining some of the local marketing strategies and reviewing the applications, scientists and researchers should make assessments after understanding the cultural and social values of the society.

The first approach of this study was on the position of "Cellocanlar" in the marketing and brand management strategies of Turkcell. Turkcell is looking for ways to get out of the clutter of traditional marketing implementations and tend to apply guerrilla and emotional marketing, which are different marketing communication methods. In this study, it has been determined that Turkcell has been using the “cellocanlar” visual identity as guerrilla and emotional advertising tools. Turkcell tried to reach the private lives of consumers and give them memorable experiences with the brand through guerrilla and emotional marketing strategies.

Turkcell uses this mascot efficiently as a tool of emotional and guerilla marketing to increase brand awareness. Moreover, it is obvious that the company will not give up using “Cellocanlar” when introducing new products and services. Turkcell has investments in other countries but the “Cellocanlar” campaign in particular seems to remain only in Turkey. Turkcell was also seen to be successful in imposing the company's socially-oriented project to audiences with Kardelenler and Cellocanlar.

It is a traditional practice to use visual advertising in areas that are considered to be the invention of the century, such as television and the Internet. Guerrilla-style marketing can be effective in analyzing the relationship between advertising and culture. In today’s global marketing area conjuncture, brands have to be different in every way with different mascots, advertisements and marketing methods. The key is to be different. The figures “Cellocanlar”, who create integrated value, may not be GSM users but they drive potential customers to use the brand.

Cellocanlar' belong to the Turkish culture and they are emotional and effective advertising figures. 'Cellocanlar' are the products of the Turkish culture, and Turkcell's advertising campaigns represent this culture. In this study, it has been acknowledged that there is a relationship between Turkcell's advertising campaigns and Turkish culture.

Finally, it can be said that 'Cellocanlar' are congenial figures; therefore, respondents embrace them and do not criticize or have negative thoughts towards them and thanks to 'Cellocanlar', the advertisements become attractive and positively influence the consumers. In addition, 'Cellocanlar' bind Turkish costumers with emotional ties to Turkcell, and therefore they become loyal customers. Therefore, 'Cellocanlar' establishes the bonds between Turkcell and its customers and they increase the levels of awareness to the Turkcell brand.

With this study, it can easily be seen that there is an emotional tie between guerilla marketing and company figures and as a result of that, future academic researches may investigate the negative effects of this emotional connection through guerilla marketing. In addition, the sample size of qualitative researches may increase in order to analyze and get even more detailed information.

5. Appendices

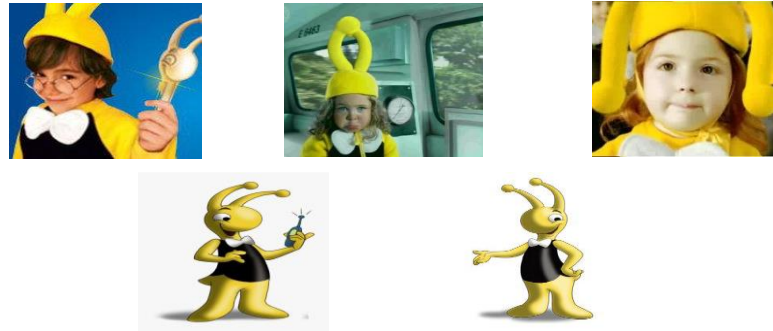


Figure-1 Pictures of "Cellocanlar"

Ad Scripts

Advertisement-1 The "Connect to life with Turkcell" Commercial

Haluk Bilginer: You've delivered our happiness, sadness, love and dreams...and without complaining...you worked night and day.... you worked, without complaining about distances You're the cellocans that connect us...with sound, words, pictures...you connect us to life!

Are you ready to do more for 29 million people?

Cellocans: We are ready!

Haluk Bilginer: For what?

Cellocans: We are ready for a 75% discount in a minute!

Haluk Bilginer: 75% what?

Cellocans: Discount!

Haluk Bilginer: Nice...

Haluk Bilginer: What is bothering you my cellocan?

Cellocans: I want milk!

Haluk Bilginer: Where is our milk?

Haluk Bilginer: Please!

Gülse Birsal: But you do not have to talk so effective.



Figure 2- A Screenshot from Ad-1

Advertisement-2 The “Turkcell is the National Football Team Main Sponsor” Commercial

Cellocan: Arda, you seem very excited,

Arda: 70 million people will be watching me soon Cellocan!

Cellocan: But Arda, you are shaking?

Arda: There is nothing like carrying the responsibility of our National Football team Cellocan...

Cellocan: But you are shaking too much!

Arda: humph! My mom has not called yet!

Arda: Cellocan, why are you shaking?

Cellocan(song): Connect to your mother with Turkcell

Arda: Connect to Turkey from here? Are you kidding?

Arda: Mommy?

Arda: You really connected us!

Arda: How are you, mommy? I understand mommy, we are going to play 4-4-2 mommy, ok mommy, yes, I am wearing my athlete, I have to go, the coach is coming.

Cellocan: you are not shaking anymore ...

Voice (Male): 193 countries of the world are under Cellocans' coverage range

Voice (Female): Connect to life with Turkcell!

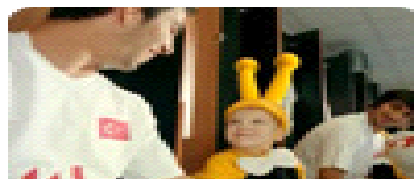


Figure 3- A Screenshot from Ad-2

Advertisement-3 “The Machinist” Commercial

Voice (Male): *There was one cellocan for each of 30 million Turkcell subscribers.*

The Machinist: I was too far away from home, Selocan. The road is too long

Cellocan: You would feel better, if you could speak with your son

The Machinist: My phone cannot get a signal between two mountains...

Cellocan: It can, and it will...!

The Machinist: No, it cannot, my cellocan, and it will not

Cellocan: Connect to life with Turkcell...

The Machinist: It is connected! Really, it is...

Child: Dad!

The Machinist: My dear son!

The Machinist: I missed you too my son. Almost, my son. I am coming home!

The Machinist: What is wrong with you my Cellocan?

Cellocan: Just the dust...

Voice (Male): *96.7% percent of Turkey’s population is in the coverage of Cellocans*

Voice (Female): *Connect to life with Turkcell!*

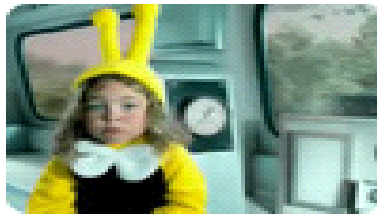


Figure 4- A Screenshot from Ad-3

Advertisement-4 The “New Year” Commercial

Cellocan: I wish you a new cell phone this year that rings all the time and gets many text messages with smileys. I wish you to discover a new side of yourself. I wish your year to start this January.

Voice (Male): *If you get your cell phone from Turkcell Extra shops or Turkcell subscription centers now, you will have an additional 1000 credits in total (in four months), or 300 free minutes as a New Year gift. Happy 2007.*

Cellocan: *Connect to life with Turkcell...*



Figure 5- A Screenshot from Ad-4

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