

AGM

American
Guerrilla
Marketing

Nationwide service



**We Brand
The Streets**

Table of Content

1. About	5
2. Service Pages	
2.1 Augmented Reality Agency	7
2.2 Bathroom Advertising	8
2.3 Brand Ambassador Agency	9
2.4 Branded Beverage Coaster Advertising	10
2.5 Bus Advertising	11
2.6 Bus Stop Advertising	12
2.7 Car Wraps Advertising and Swarms	13
2.8 Creative Marketing Stunts	14
2.9 Data Collection Campaigns	15
2.10 Digital Taxi Top Advertising	16
2.11 Door Hangers	17
2.12 Drone Advertising Campaigns	18
2.13 Flyer Distribution	19

2.14 Guerrilla Projection Advertising	20
2.15 International Billboard Advertising	21
2.16 LED Billboard Trucks	22
2.17 Los Angeles Billboard Advertising	23
2.18 Man on the Street Team Surveys	24
2.19 Mobile Showrooms & Fabrication	25
2.20 Mural Advertising	26
2.21 National Billboard Advertising	27
2.22 Pedicab Advertising	28
2.23 Pop-Up Activations	29
2.24 Product Sampling Activations	30
2.25 Sidewalk Stencils Advertising	31
2.26 Snipe Advertising	32
2.27 Static Mobile Vinyl Billboard Trucks	33
2.28 Street Teams Activations	34
2.29 Subway Advertising	35
2.30 Take-One Flyers	36
2.31 Taxi TV Advertising	37

2.32 Times Square Billboard Advertising	38
---	----

2.33 Wild Wheat Paste Posting	39
-------------------------------	----

3. Marketing Pages

3.1 B2B Activations	40
---------------------	----

3.2 Brand Activism Marketing	41
------------------------------	----

3.3 Cannabis Marketing	42
------------------------	----

3.4 College Marketing	43
-----------------------	----

3.5 Convention Marketing	44
--------------------------	----

3.6 Experiential Marketing	45
----------------------------	----

3.7 Festival Marketing	46
------------------------	----

3.8 Multicultural Marketing	47
-----------------------------	----

3.9 Nonprofit Marketing	48
-------------------------	----

3.10 Political Marketing	49
--------------------------	----

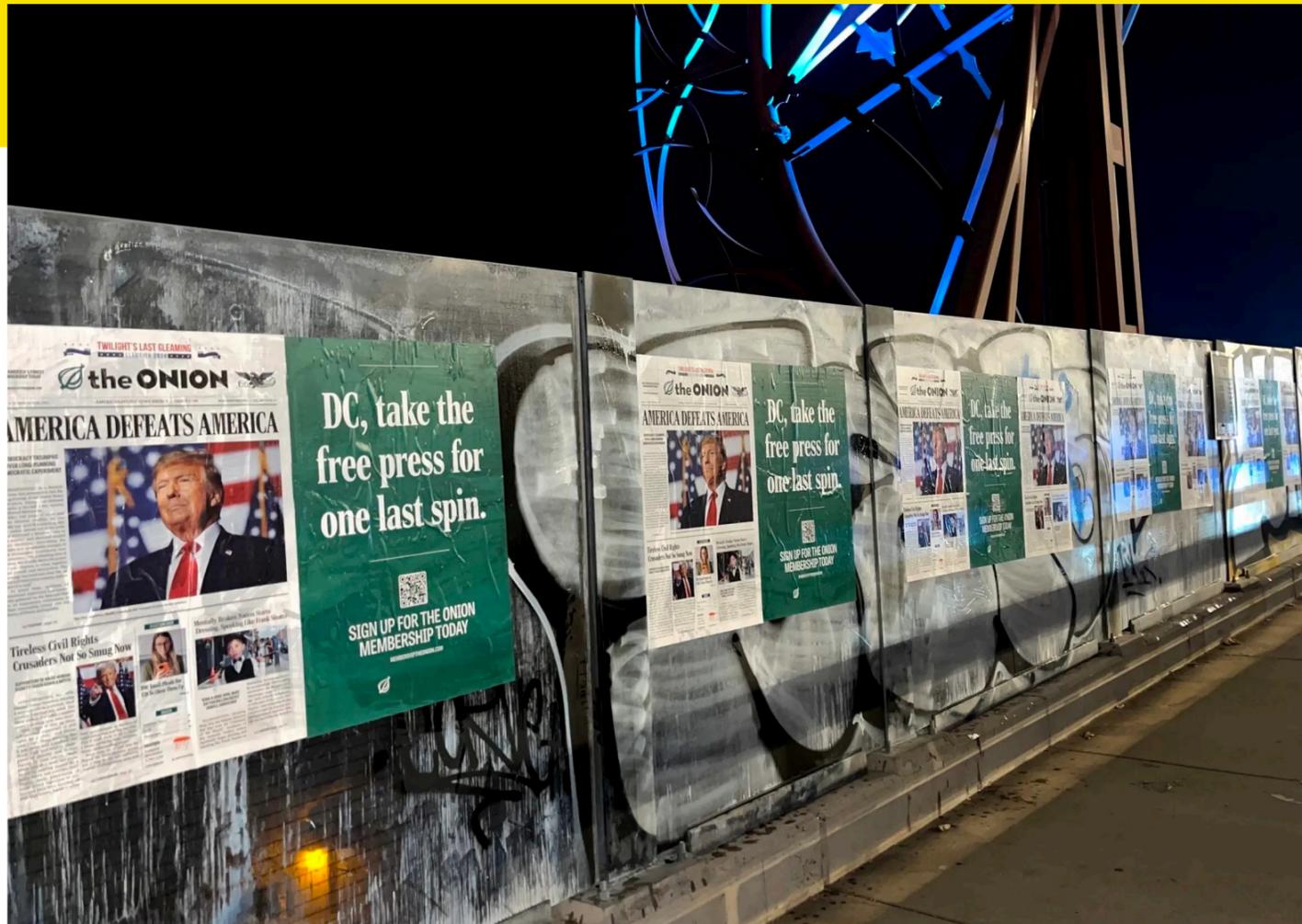
3.11 Pride Festival Marketing	50
-------------------------------	----

3.12 Sports Activations	51
-------------------------	----

3.13 Tour Marketing	52
---------------------	----

4. Thank you	53
--------------	----

About



American Guerrilla Marketing is a dynamic media planning, media buying, and guerrilla marketing agency dedicated to helping brands amplify their presence through creative and impactful advertising solutions. Based in New York, the agency blends cutting-edge technology with an innovative culture to deliver guerrilla campaigns and strategic billboard advertising that grab attention in high-traffic environments like Times Square and major urban centers. Whether clients are looking for out-of-home media placements, street team activations, or unconventional marketing tactics that spark conversation, American Guerrilla Marketing offers customized solutions designed to maximize visibility and engagement across regional, national, and international markets.

Driven by a commitment to creativity and personalized service, the agency empowers businesses of all sizes to break through advertising noise with memorable campaigns that resonate with audiences and leave lasting impressions. With expertise spanning wild wheat paste posting, LED billboard trucks, brand ambassador activations, and experiential marketing, American Guerrilla Marketing not only plans and buys media but also crafts immersive brand experiences that turn everyday spaces into compelling brand moments. Our strategic approach ensures each campaign is tailored to the client's goals, offering measurable impact and meaningful audience connections that help elevate brand awareness and drive success.

Case Studies



Case Study
Crunch Fitness Snipe & Decal Campaign, Las Vegas, NV



Case Study
Biossance "illuminate Your World" Multi-format Activation, New York City And Los Angeles



Case Study
Netflix "the Seat" Wheatpasting Campaign, Miami F1 Weekend



Case Study
Mizzou Drone Show, Columbia Missouri



Case Study
Metro By T-mobile Led Billboard Truck Campaign, New York City



Case Study
The Onion Political Wild Posting Campaign, New York City And Washington Dc

Augmented Reality Agency

This activation focuses on immersive Augmented Reality (AR) campaigns that bring your brand into the physical world with digital layers of interaction, storytelling, and engagement. American Guerrilla Marketing’s Augmented Reality Agency blends interactive AR experiences with real-world environments — letting audiences unlock digital content through their devices as they explore streets, campuses, events, retail corridors, and cultural spaces. Augmented Reality experiences serve as powerful engagement tools by making digital moments feel human, contextual, and surprising — transforming ordinary walkways and landmarks into interactive brand touchpoints that audiences remember and share.

To complete a full street branding experience and deepen engagement beyond the AR moment, Augmented Reality campaigns pair naturally with sidewalk decals and sidewalk stencils that act as anchors and triggers for AR interactions along pedestrian pathways. When combined with snipes and Wild Wheat Paste Posting on nearby surfaces, this layered strategy connects visual cues with digital engagement, making every step feel intentional and memorable. This approach turns everyday environments into interactive playgrounds where audiences can engage, explore, and interact with your brand in ways that feel fun, contextual, and unforgettable.



Available Extensions

- Wild Wheat Paste Posting
- Snipe advertising
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Flyer distribution
- Bus stop advertising
- Street team engagement

Placement Areas

- Transit hub plazas and waiting zones
- Festival and event perimeters
- College campus centers and walkways
- Retail and shopping corridors
- Entertainment district sidewalks
- Neighborhood gathering spaces
- Convention and conference entry points
- High-density pedestrian connectors

Demographic Scenarios

- College marketing
- Urban commuter engagements
- Entertainment and tour marketing
- Neighborhood and community outreach
- Convention and conference marketing
- Pride festivals
- Experiential brand launches
- Sports and arena marketing

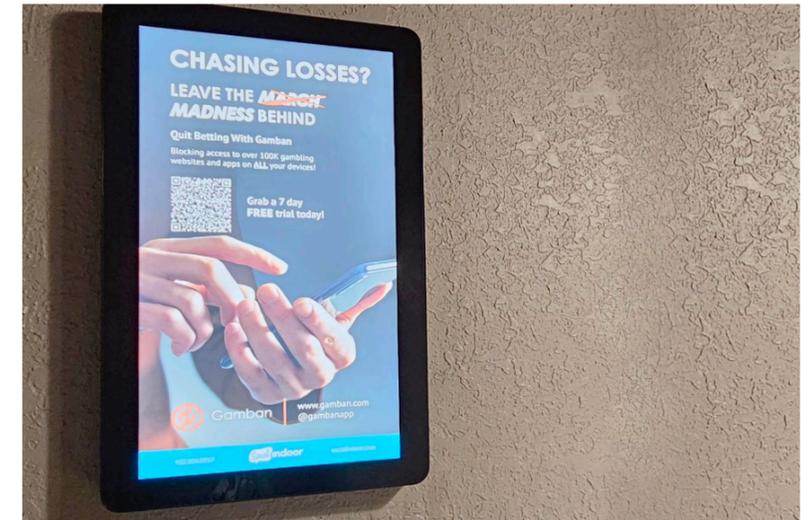
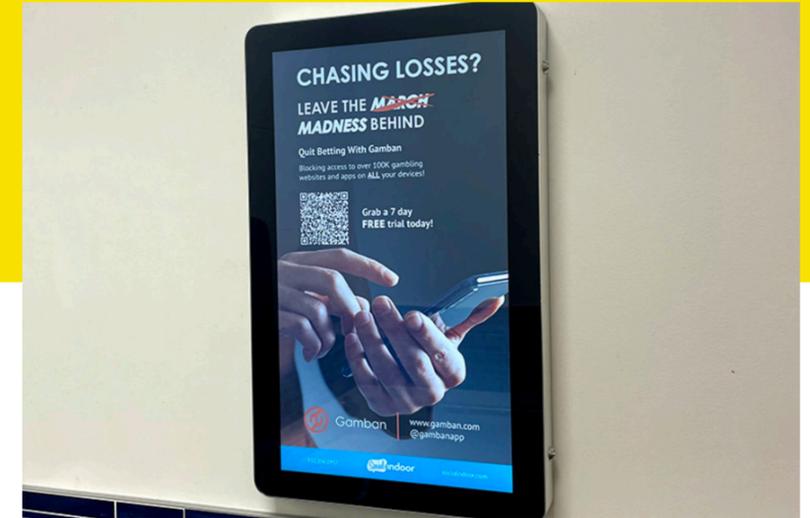
[Get More Information](#)

[RFP Builder](#)

Bathroom Advertising

This activation focuses on high-impact Bathroom Advertising campaigns that place your brand directly into captive attention zones where people pause, notice, and absorb messaging in a space that feels personal and unavoidable. American Guerrilla Marketing uses bathroom placements — including stall panels, mirror frames, divider ads, and ceiling cards — to turn private moments into powerful brand impressions that stick. Bathroom Advertising serves as an awareness and recall driver by meeting audiences in places where they aren't rushing, creating memorable interactions that feel human, conversational, and contextually relevant in everyday routines.

To complete a full street branding experience and deepen engagement, Bathroom Advertising pairs seamlessly with sidewalk decals and sidewalk stencils that activate pedestrian pathways before and after the bathroom encounter. When combined with snipes and Wild Wheat Paste Posting, this layered strategy guides audiences from outdoor visibility to intimate interior moments and back into the environment with cohesive visual cues. This approach transforms common transitional spaces into intentional brand journeys that feel personal, tactile, and shareable.



Available Extensions

- Snipe advertising
- Wild Wheat Paste Posting
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Take-One Flyers
- Guerrilla projection advertising
- Street team engagement

Placement Areas

- Venue restroom panels and stall wraps
- Mirror frame placements
- Bar and nightlife restroom zones
- Transit hub bathroom corridors
- Festival and event restroom clusters
- Retail bathroom approaches
- College campus public restrooms
- Entertainment district restroom walkways

Demographic Scenarios

- Urban commuter marketing
- College marketing
- Convention and conference marketing
- Sports and arena marketing
- Pride festivals
- Entertainment and tour marketing
- Neighborhood and community outreach
- Experiential brand launches

[Get More Information](#)

[RFP Builder](#)

Brand Ambassador Agency

This activation focuses on strategic Brand Ambassador campaigns that bring your brand to life through trained, personable, and engaging representatives who connect directly with your target audiences in meaningful, human ways. American Guerrilla Marketing's Brand Ambassador Agency mobilizes professional ambassadors to embody your message at festivals, campus centers, transit hubs, events, retail corridors, and neighborhood hotspots — driving authentic interactions, product education, sampling, and social engagement that feel organic rather than scripted. Brand ambassadors serve as both awareness builders and engagement facilitators, turning casual encounters into memorable moments and fostering real-world connections that deepen brand affinity.

Available Extensions

- Wild Wheat Paste Posting
- Snipe advertising
- Sidewalk decals
- Sidewalk stencils
- Take-One Flyers
- Bus stop advertising
- Street team engagement
- Guerrilla projection advertising

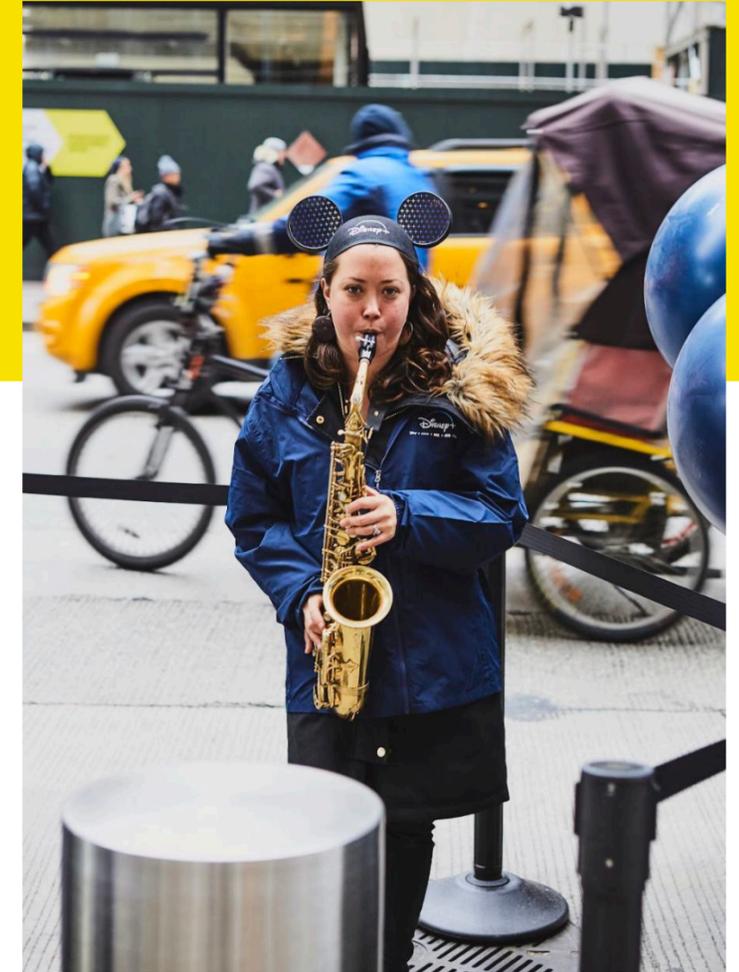
Placement Areas

- Festival and event perimeters
- College campus centers and walkways
- Transit hub plazas and waiting zones
- Nightlife districts and entertainment strips
- Retail and shopping corridors
- Neighborhood gathering places
- Convention and conference entry points
- High-density pedestrian connectors

Demographic Scenarios

- College marketing
- Entertainment and tour marketing
- Neighborhood and community outreach
- Pride festivals
- Urban commuter engagements
- Convention and conference marketing
- Sports and arena marketing
- Experiential brand launches

To complete a full street branding experience and strengthen impact beyond direct person-to-person engagement, Brand Ambassador campaigns pair naturally with sidewalk decals and sidewalk stencils that shape pedestrian pathways and direct audiences toward activation zones. When combined with snipes and Wild Wheat Paste Posting on nearby surfaces, this layered strategy weaves ambassador presence into a broader visual footprint that feels cohesive, intentional, and impactful. By blending the human touch with visual street elements, this approach turns every walk, conversation, and interaction into an opportunity to reinforce your brand message and spark social sharing.



[Get More Information](#)

[RFP Builder](#)

Branded Beverage Coaster Advertising

This activation centers on strategic Branded Beverage Coaster Advertising campaigns that place your message directly into hand-held moments of pause and social connection inside bars, restaurants, lounges, breweries, and event venues. American Guerrilla Marketing uses custom-designed branded beverage coasters — including beer coasters, drink mats, and tabletop placements — to create engaging brand impressions during moments when audiences are relaxed, socializing, and open to messaging. Branded Beverage Coaster Advertising serves as both an awareness and interaction driver by meeting people at eye level during real-world social experiences, turning every sip into a memorable brand cue that feels intimate, human, and contextually relevant.

To complete a full street branding experience and deepen engagement beyond tabletop moments, Branded Beverage Coaster Advertising pairs naturally with sidewalk decals and sidewalk stencils that activate pedestrian paths leading to and from nightlife districts, event venues, and hospitality corridors. When combined with snipes and Wild Wheat Paste Posting, this layered strategy extends brand presence from social interiors into outdoor environments, guiding audiences from relaxed indoor engagement to energetic street-level interactions. This approach turns casual evenings into intentional brand journeys that feel seamless, shareable, and connected across both private and public moments.



Available Extensions

- Wild Wheat Paste Posting
- Snipe advertising
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Take-One Flyers
- Bus stop advertising
- Street team engagement

Placement Areas

- Bar and restaurant tabletops and coaster zones
- Brewery tasting rooms and lounge areas
- Nightlife district sidewalks
- Transit hub approaches near hospitality corridors
- Festival beverage garden perimeters
- College campus nightlife walkways
- Entertainment district outdoor patios
- Convention and conference social areas

Demographic Scenarios

- Entertainment and tour marketing
- College marketing
- Neighborhood and community outreach
- Pride festivals
- Urban commuter engagements
- Convention and conference marketing
- Sports and arena marketing
- Experiential brand launches

[Get More Information](#)
[RFP Builder](#)

Bus Advertising

This activation focuses on dynamic Bus Advertising campaigns that put your brand into motion, turning vehicles into rolling awareness engines across urban and suburban landscapes. American Guerrilla Marketing leverages bus wraps, side panels, interior cards, and rear placements to reach commuters where they live, work, and travel — layering brand messaging into daily routes and high-traffic nodes throughout the city. Bus Advertising serves as a powerful visibility tool by combining reach and repetition, making messages unavoidable as audiences see them in motion, at stops, and in transit corridors, creating a sustained presence that builds familiarity and recall.

To complete a full street branding experience and deepen engagement, Bus Advertising pairs naturally with sidewalk decals and sidewalk stencils that activate pedestrian zones around bus stops, transit hubs, and waiting areas. When integrated with snipes and Wild Wheat Paste Posting, these campaigns extend from pavement to pavement, guiding audiences from the moving transit environment into static street engagements that feel intuitive and human. This approach creates a layered brand journey — from bus arrival to commuter pause to foot-level interaction — maximizing visibility and encouraging memorable audience experiences.

Available Extensions

- Snipe advertising
- Wild Wheat Paste Posting
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Take-One Flyers
- Guerrilla projection advertising
- Mobile vehicle wraps
- Street team engagement

Placement Areas

- City bus side panels and rear cards
- Bus stop shelters and benches
- Transit-oriented retail corridors
- Pedestrian plazas near bus hubs
- Campus shuttle stop areas
- Entertainment districts with frequent pick-ups
- Festival transit access points
- Downtown commuter arteries

Demographic Scenarios

- Urban commuter marketing
- College marketing
- Convention and conference marketing
- Sports and arena marketing
- Neighborhood and community outreach
- Pride festivals
- Experiential brand launches
- Entertainment and tour marketing



[Get More Information](#)

[RFP Builder](#)

Bus Stop Advertising

This activation centers on targeted Bus Stop Advertising campaigns that place your brand exactly where people pause, wait, and take notice. American Guerrilla Marketing leverages bus stop panels, shelter back-lit displays, bench wraps, and adjacent street graphics to create a high-visibility presence at transit stops, commuter hubs, and pedestrian waiting zones. Bus Stop Advertising serves as a strong awareness engine by meeting audiences in moments of idle attention, turning every wait into an opportunity to absorb messaging, build recall, and spark curiosity that sticks long after the bus arrives.

To complete a full street branding experience and deepen engagement, Bus Stop Advertising pairs seamlessly with sidewalk decals and sidewalk stencils that extend messaging from shelters into the surrounding pedestrian ecosystem. When combined with snipes and Wild Wheat Paste Posting, this layered strategy creates a cohesive brand journey from bench to boulevard, making each touchpoint feel intentional, human, and connected. The result is a transit-forward activation that doesn't just interrupt movement — it becomes part of the urban path your audience travels every day.

Available Extensions

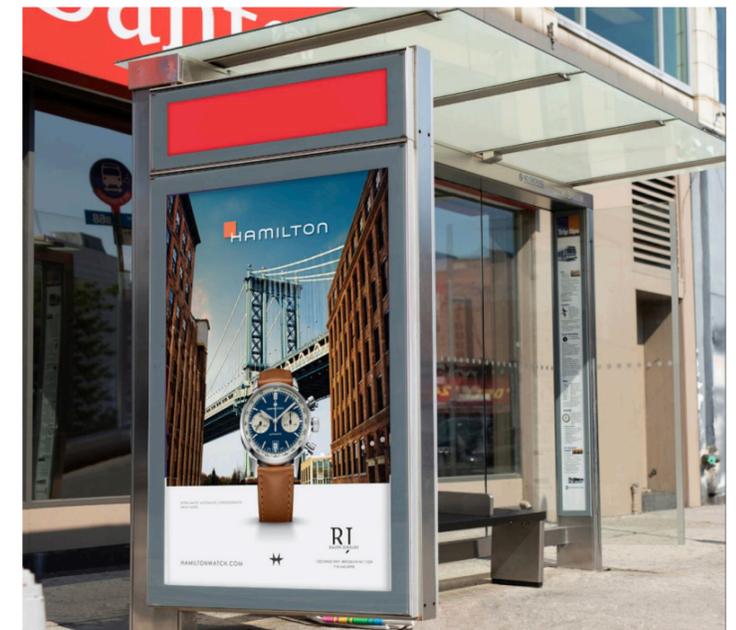
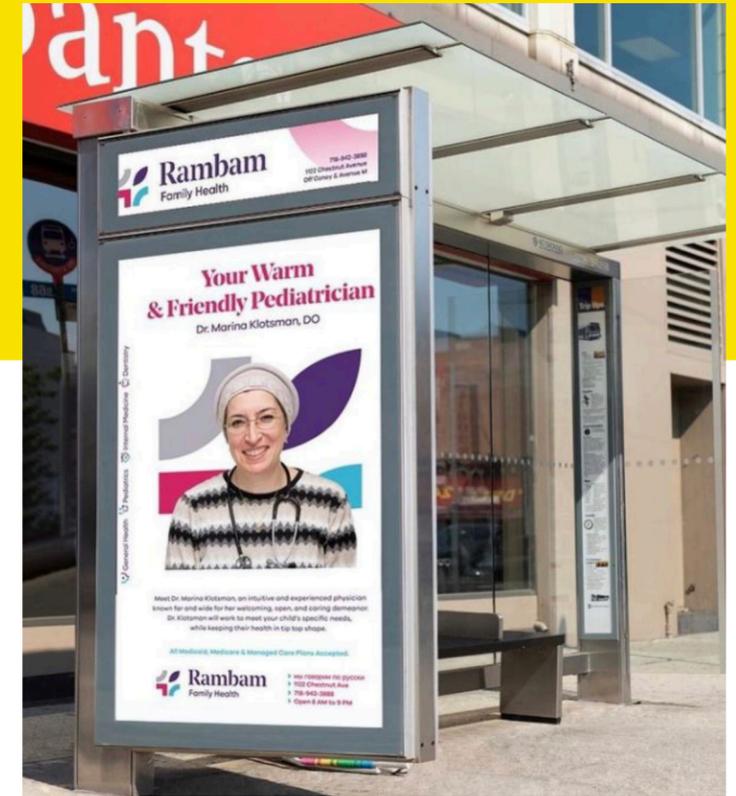
- Snipe advertising
- Wild Wheat Paste Posting
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Take-One Flyers
- Guerrilla projection advertising
- Street team engagement
- Mobile vehicle wraps

Placement Areas

- Bus stop shelters and bench wraps
- Transit hub plazas and plazas near commuter stations
- Adjacent pedestrian crosswalk zones
- Retail corridors with frequent foot traffic
- College campus transit anchors
- Festival shuttle pick-up points
- High-density neighborhood stops
- Entertainment district waiting zones

Demographic Scenarios

- Urban commuter marketing
- College marketing
- Convention and conference marketing
- Sports and arena marketing
- Neighborhood and community outreach
- Pride festivals
- Experiential brand launches
- Entertainment and tour marketing



[Get More Information](#)

[RFP Builder](#)

Car Wraps Advertising and Swarms

This activation focuses on high-impact Car Wraps Advertising campaigns that turn vehicles into mobile brand ambassadors, using both single vehicles and coordinated vehicle swarms to dominate targeted streets, corridors, and event routes. American Guerrilla Marketing deploys wrapped cars, vans, and trucks in synchronized circulation patterns, allowing swarms to amplify reach through repetition, density, and movement. Car wraps function as rolling awareness engines, while swarms create moments of visual saturation that feel deliberate, human, and impossible to ignore across urban traffic, parking zones, and high-visibility neighborhoods.

To complete a full street branding experience and deepen engagement, Car Wraps Advertising blends naturally with sidewalk decals and sidewalk stencils that activate pedestrian zones where wrapped vehicles idle, park, or pass through. When paired with snipes and Wild Wheat Paste Posting, the transition from mobile visibility to street-level interaction feels seamless and intentional. This layered strategy transforms everyday commutes into immersive brand encounters, ensuring the message is experienced in motion, on foot, and at key pause points throughout the city.



Available Extensions

- Snipe advertising
- Wild Wheat Paste Posting
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Take-One Flyers
- Guerrilla projection advertising
- Street team engagement

Placement Areas

- Urban traffic arteries and signal intersections
- Retail and shopping corridors
- Festival and event parking zones
- College campus streets and loops
- Entertainment and nightlife districts
- Convention and conference approach routes
- Transit hub corridors
- Neighborhood connector streets

Demographic Scenarios

- Urban commuter marketing
- College marketing
- Convention and conference marketing
- Sports and arena marketing
- Entertainment and tour marketing
- Neighborhood and community outreach
- Pride festivals
- Experiential brand launches

[Get More Information](#)
[RFP Builder](#)

Creative Marketing Stunts

Creative marketing stunts capture attention by surprising audiences with bold, unconventional executions that break through the noise and spark real conversation. American Guerrilla Marketing designs stunt campaigns that feel unexpected, imaginative, and human — turning ordinary environments into interactive brand moments that get people talking, sharing, and remembering. These stunts harness visual impact, cultural context, and strategic placement to elevate brand presence, whether through large-format installations, provocative projections, coordinated mobile displays, or pop-up surprises that disrupt routines in a way that feels relevant and memorable.

Our creative marketing stunts have turned city streets, plazas, and event spaces into stages for branded spectacle, driving high engagement and earned media. Past examples include synchronized mobile LED truck formations that animated messages during peak foot traffic, guerrilla projection takeovers that transformed building façades into live brand scenes after dark, and immersive stencil and decal experiences that led audiences from surprise placements into deeper interactive zones. These stunts have captured public attention in urban cores, entertainment districts, transit hubs, college campuses, and festivals, creating shareable moments that extend brand reach far beyond the activation site.

Creative marketing stunts amplify your message by transforming it into unforgettable real-world experiences that resonate, engage, and spread — turning surprise into impact.

[Get More Information](#)[RFP Builder](#)

Available Services

- Guerrilla projection advertising that turns architecture into dynamic storytelling
- LED billboard trucks for synchronized mobile impact
- Wild Wheat Paste Posting and snipe advertising for large-format surprise placements
- Sidewalk decals and sidewalk stencils that create interactive paths
- Pop-up activations that unfold with delight
- Street teams and brand ambassadors who bring the stunt to life
- Taxi top and digital transit advertising for mobile visibility
- Bus stop and transit hub campaigns

Data Collection Methods

- Photo documentation with timestamped capture for performance verification
- QR code scan tracking tied to stunt elements and surprise placements
- Social media engagement metrics from shares and user-generated content
- On-site surveys and sentiment collection conducted by trained teams
- GPS location tracking of high-interaction zones
- Lead capture through interactive prompts and participation logs
- Crowd heat-mapping to identify engagement hotspots

Focus Locations During Campaigns

- Downtown pedestrian corridors and plazas
- Transit hubs and commuter gathering points
- College campus centers and walkways
- Festival perimeters and event grounds
- Entertainment and nightlife districts
- Retail shopping corridors with natural dwell time
- Neighborhood community zones and public parks
- Convention and large-scale event entry points

Data Collection Campaigns

This activation focuses on strategic Data Collection Campaigns that turn real-world interactions into meaningful insights your brand can act on. American Guerrilla Marketing deploys trained street teams, mobile engagement tactics, and interactive touchpoints to gather first-party audience data — whether through conversational surveys, incentivized feedback moments, QR code engagements, or on-site activities in high-traffic corridors and event zones. Data Collection Campaigns serve as both engagement and intelligence drivers by capturing preference, behavior, and sentiment from real audiences in real environments, making your insights feel human, contextual, and directly tied to where and how your audience moves.

To complete a full street branding experience and deepen impact beyond data capture alone, Data Collection Campaigns pair naturally with sidewalk decals and sidewalk stencils that guide foot traffic toward engagement zones and highlight key calls to action. When combined with snipes and Wild Wheat Paste Posting on nearby surfaces, this layered strategy connects visual cues with interactive moments, making every interaction feel intentional and connected. This approach turns everyday movement into structured engagement opportunities that not only strengthen your brand presence, but create actionable audience profiles grounded in actual street-level behavior.

Available Extensions

- Wild Wheat Paste Posting
- Snipe advertising
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Flyer distribution
- Bus stop advertising
- Guerrilla projection advertising

Placement Areas

- Festival and event perimeters
- College campus centers and walkways
- Transit hub plazas and waiting zones
- Retail and shopping corridors
- Entertainment district sidewalks
- Neighborhood gathering spaces
- Convention and conference entry points
- High-density pedestrian connectors

Demographic Scenarios

- College marketing
- Neighborhood and community outreach
- Urban commuter engagements
- Entertainment and tour marketing
- Convention and conference marketing
- Pride festivals
- Sports and arena marketing
- Experiential brand launches


[Get More Information](#)
[RFP Builder](#)

Digital Taxi Top Advertising

This activation focuses on high-impact Digital Taxi Top Advertising campaigns that put your brand into constant motion through urban centers and high-density environments. American Guerrilla Marketing uses digital screens mounted on taxi tops to deliver dynamic messaging that captures commuter, pedestrian, and shopper attention in real time. Digital Taxi Top Advertising excels at creating broad awareness by combining vibrant visuals, motion, and location targeting to reach key audiences in moments of everyday movement — turning traffic stops, downtown corridors, nightlife districts, and retail zones into rolling brand canvases that are impossible to ignore.

To complete a full street branding experience and deepen audience engagement, Digital Taxi Top Advertising pairs naturally with sidewalk decals and sidewalk stencils that extend messaging down to pedestrian interaction points. When combined with snipes and Wild Wheat Paste Posting, this layered strategy connects mobile visibility with physical street-level touchpoints that feel contextual, human, and memorable. This comprehensive approach transforms every avenue, avenue corner, and city block into an integrated brand journey that captures attention in motion and invites interaction on foot.



Available Extensions

- Snipe advertising
- Wild Wheat Paste Posting
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Guerrilla projection advertising
- Bus stop advertising
- Take-One Flyers
- Street team engagement

Placement Areas

- Downtown traffic corridors and intersections
- Transit hub pick-up/drop-off zones
- Retail and shopping avenues
- Entertainment districts and nightlife strips
- College campus driveways and loops
- Festival access roads
- Convention and conference traffic zones
- High-density pedestrian connectors

Demographic Scenarios

- Urban commuter marketing
- College marketing
- Convention and conference marketing
- Sports and arena marketing
- Entertainment and tour marketing
- Neighborhood and community outreach
- Experiential brand launches
- Pride festivals

[Get More Information](#)

[RFP Builder](#)

Door Hangers Advertising

This activation focuses on strategic Door Hangers Advertising campaigns that put your message directly into the hands of local audiences right where they live and walk, creating personal brand impressions through tactile engagement. American Guerrilla Marketing uses professionally designed door hangers delivered at targeted residential blocks, apartment complexes, business districts, and event neighborhoods to deliver messages that feel relevant, human, and timely. Door hangers serve as both awareness and call-to-action tools, giving audiences something tangible to hold, consider, and share, and making every doorstep a potential brand connection point.

To complete a full street branding experience and deepen engagement beyond the doorstep, Door Hangers Advertising pairs naturally with sidewalk decals and sidewalk stencils that activate pedestrian paths around homes, retail corridors, and community spaces. When combined with snipes and Wild Wheat Paste Posting, this layered strategy bridges private doorway outreach with public street interactions that feel cohesive and intentional. This approach creates a multi-layered campaign that reaches audiences from their front steps into the paths they walk every day, turning ordinary movement into intentional brand touchpoints.

Available Extensions

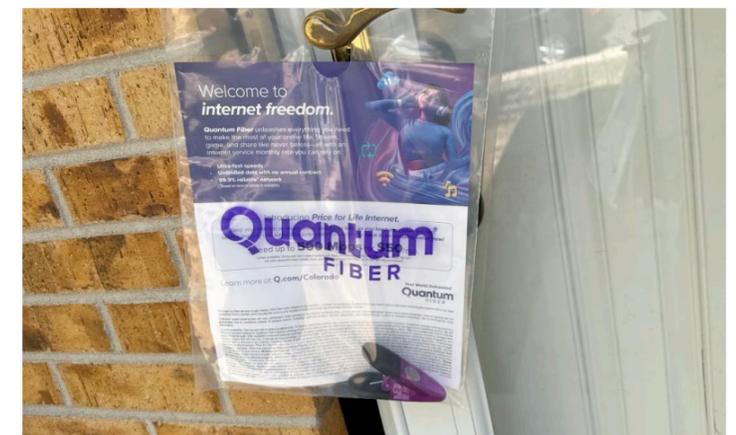
- Snipe advertising
- Wild Wheat Paste Posting
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Flyer distribution
- Bus stop advertising
- Street team engagement

Placement Areas

- Residential block entrances and apartment corridors
- Neighborhood retail walkways
- Transit hub pedestrian loops
- College campus dorm connectors
- Community event perimeters
- Festival and nightlife district sidewalks
- Convention and conference hotel approaches
- High-density neighborhood connectors

Demographic Scenarios

- Neighborhood and community outreach
- College marketing
- Urban commuter marketing
- Convention and conference marketing
- Entertainment and tour marketing
- Pride festivals
- Experiential brand launches
- Sports and arena marketing



[Get More Information](#)

[RFP Builder](#)

Drone Advertising Campaigns

This activation focuses on high-visibility Drone Advertising Campaigns that bring your brand into the sky with precision flight, coordinated aerial messaging, and immersive motion visuals. American Guerrilla Marketing uses fleets of branded drones to display illuminated logos, animated formations, sky banners, and synchronized flight patterns over high-foot-traffic zones, event perimeters, beachfronts, waterfronts, and urban cores where audiences gather and look up. Drone Advertising Campaigns serve as powerful awareness drivers by delivering unexpected, photo-worthy brand moments that feel exhilarating and human, turning open skies into dynamic canvases that captivate attention and spark conversation.

To complete a full street branding experience and deepen audience engagement beyond the aerial spectacle, Drone Advertising Campaigns pair naturally with sidewalk decals and sidewalk stencils that activate pedestrian pathways leading into and out of the drone activation zone. When combined with snipes and Wild Wheat Paste Posting on nearby ground-level surfaces, this layered strategy connects sky-borne visibility with tactile street moments that feel intentional and memorable. This approach transforms everyday environments into multi-tiered brand experiences, bridging aerial excitement with ground-level interaction that audiences absorb, share, and engage with long after the drones land.

Available Extensions

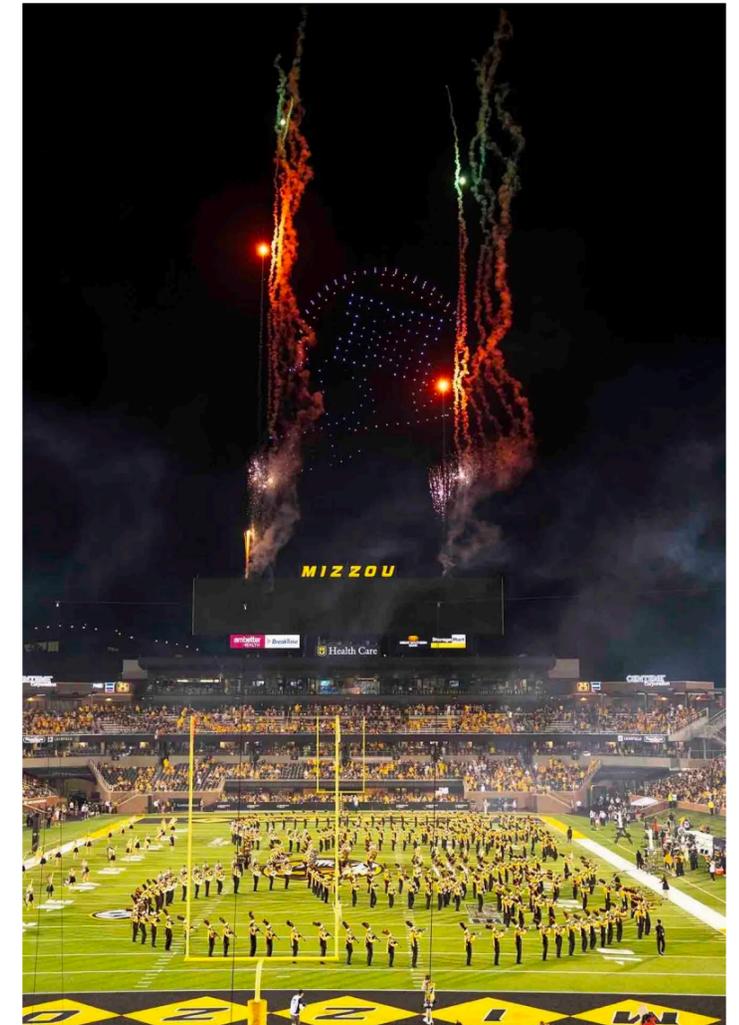
- Wild Wheat Paste Posting
- Snipe advertising
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Take-One Flyers
- Bus stop advertising
- Street team engagement

Placement Areas

- Festival and event perimeters
- Beachfront promenades and piers
- Waterfront walkways and parks
- Downtown pedestrian corridors
- College campus gathering zones
- Transit hub plazas
- Entertainment district plazas
- High-density neighborhood connectors

Demographic Scenarios

- Entertainment and tour marketing
- College marketing
- Convention and conference marketing
- Neighborhood and community outreach
- Pride festivals
- Urban commuter engagements
- Sports and arena marketing
- Experiential brand launches


[Get More Information](#)
[RFP Builder](#)

Flyer Distribution

This activation focuses on strategic Flyer Distribution campaigns that put your brand directly into the hands of your audience as they move through high-traffic zones, events, campuses, shopping corridors, and urban streets. American Guerrilla Marketing executes flyer distributions with targeted timing, trained teams, and route optimization to ensure that every handoff feels timely, relevant, and human rather than intrusive. Flyer Distribution serves as both awareness and engagement, turning casual foot traffic into intentional brand impressions that audiences can physically hold, take with them, and share, creating a meaningful loop between message and memory.

To complete a full street branding experience and deepen engagement beyond the initial handoff, Flyer Distribution pairs naturally with sidewalk decals and sidewalk stencils that guide audiences from distribution points into broader campaign touchpoints. When combined with snipes and Wild Wheat Paste Posting across nearby surfaces, this layered strategy connects physical handouts with visual cues on the street, making every step feel intentional, contextual, and memorable. This approach transforms everyday walks into curated brand journeys that feel thoughtful and interactive, leading audiences from awareness into deeper interaction.

Available Extensions

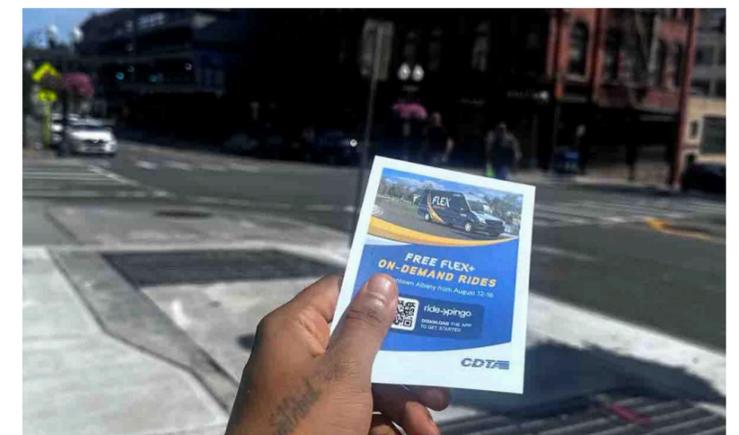
- Wild Wheat Paste Posting
- Snipe advertising
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Bus stop advertising
- Take-One Flyers
- Guerrilla projection advertising

Placement Areas

- Transit hub plazas and walkways
- Festival and event perimeters
- College campus centers and pathways
- Retail and shopping corridors
- Nightlife districts and entertainment strips
- Neighborhood gathering places
- Convention and conference entry points
- High-density pedestrian connectors

Demographic Scenarios

- College marketing
- Urban commuter engagements
- Entertainment and tour marketing
- Neighborhood and community outreach
- Pride festivals
- Convention and conference marketing
- Sports and arena marketing
- Experiential brand launches



[Get More Information](#)

[RFP Builder](#)

Guerrilla Projection Advertising

This activation focuses on immersive Guerrilla Projection Advertising campaigns that turn buildings, streets, and architectural features into dynamic brand canvases using light, motion, and storytelling. American Guerrilla Marketing uses projection media to broadcast high-impact visuals and animations directly onto urban structures during night hours and high-traffic events, creating moments of surprise, delight, and engagement that feel human and memorable. Projection media serves as an awareness engine by transforming everyday surfaces into eye-catching brand experiences that captivate audiences in festival zones, entertainment districts, transit corridors, and cultural hotspots without disrupting the flow of foot traffic.

To complete a full street branding experience and deepen audience interaction, Guerrilla Projection Advertising pairs naturally with sidewalk decals and sidewalk stencils that continue campaign messaging at pedestrian eye level before and after viewers encounter the projected visuals. When combined with snipes and Wild Wheat Paste Posting, this layered strategy connects ambient light-based messaging with tactile street elements, making every viewer's journey feel intentional and connected. This approach turns walls into experiences, sidewalks into guides, and nightscapes into interactive stages that build awareness and encourage social sharing long after the projection ends.

Available Extensions

- Snipe advertising
- Wild Wheat Paste Posting
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Take-One Flyers
- Bus stop advertising
- Street team engagement

Placement Areas

- Urban building façades and plazas
- Transit hub exteriors and waiting zones
- Festival and event perimeters
- Entertainment district walkways
- Nightlife corridors and alleys
- College campus landmark walls
- Retail district façades
- High-visibility pedestrian connectors

Demographic Scenarios

- Entertainment and tour marketing
- College marketing
- Convention and conference marketing
- Sports and arena marketing
- Experiential brand launches
- Neighborhood and community outreach
- Pride festivals
- Urban commuter marketing



[Get More Information](#)

[RFP Builder](#)

International Billboard Advertising

This activation focuses on global scale International Billboard Advertising campaigns that amplify your brand across major world markets with strategic out-of-home placements and expert media buying. American Guerrilla Marketing's international billboard service blends deep market research, local media relationships, and media buying expertise to secure premium digital and static billboard presence in cities around the world, from high-visibility urban centers to transit corridors and entertainment hubs. This approach ensures your brand achieves widespread awareness and cultural relevance by placing messages where international audiences live, commute, and explore — turning everyday environments into memorable brand encounters that feel human, contextual, and globally resonant.

To complete a full street branding experience and deepen audience engagement across borders, International Billboard Advertising pairs naturally with guerrilla tactics that meet audiences closer to the ground. Combining global billboard placement with sidewalk decals and sidewalk stencils localized for each market brings messaging down to pedestrian touchpoints, while snipes and Wild Wheat Paste Posting extend visibility into everyday environments where local audiences navigate daily. By integrating large-format visibility with localized street engagement, this activation creates a comprehensive brand presence that feels intentional, tangible, and meaningful in both global and neighborhood contexts.

Available Extensions

- Snipe advertising
- Wild Wheat Paste Posting
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Take-One Flyers
- LED billboard trucks
- Bus stop advertising
- Street team engagement

Placement Areas

- Major international urban billboard corridors
- Transit hub clusters in global cities
- Retail and shopping district billboards
- Festival and event approach zones
- College and university market billboards abroad
- Entertainment district billboard clusters
- Neighborhood and community square billboards
- Airport and travel corridor displays

Demographic Scenarios

- Global commuter marketing
- International convention and trade show marketing
- Entertainment and tour marketing
- College marketing abroad
- Sports and arena marketing internationally
- Multicultural and cultural festival outreach
- Neighborhood and community engagement
- Experiential global brand launches

[Get More Information](#)
[RFP Builder](#)

LED Billboard Trucks

This activation centers on dynamic LED Billboard Trucks that bring your brand to life through full-motion visuals and high-impact messaging on wheels. American Guerrilla Marketing uses LED billboard trucks to broadcast vibrant, animated ads through urban centers, high-foot-traffic districts, event zones, and transit corridors, creating a moving media experience that feels live, intentional, and impossible to ignore. LED Billboard Trucks serve as powerful awareness tools by combining reach, repetition, and movement — turning every intersection, pedestrian plaza, and venue entrance into a branded moment that draws attention from commuters, shoppers, and eventgoers alike.

To complete a full street branding experience and deepen audience engagement, LED Billboard Trucks pair seamlessly with sidewalk decals and sidewalk stencils that extend campaign messaging from the pavement up into eye-level interactions. When combined with snipes and Wild Wheat Paste Posting, this layered strategy connects mobile visibility with static street assets, making your brand message feel cohesive and present at every step of the consumer journey. The result is a live, city-wide audience sweep that feels human, contextual, and unforgettable — moving people from awareness to interaction as they intersect with the truck’s path or walk the surrounding environments.

Available Extensions

- Snipe advertising
- Wild Wheat Paste Posting
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Take-One Flyers
- Bus stop advertising
- Street team engagement

Placement Areas

- Downtown intersections and pedestrian corridors
- Transit hub corridors and plazas
- Festival and event perimeters
- College campus loops and gathering zones
- Retail and shopping corridors
- Nightlife districts and entertainment strips
- Convention and conference traffic arteries
- High-density neighborhood connectors

Demographic Scenarios

- Urban commuter marketing
- College marketing
- Convention and conference marketing
- Sports and arena marketing
- Entertainment and tour marketing
- Pride festivals
- Neighborhood and community outreach
- Experiential brand launches



[Get More Information](#)

[RFP Builder](#)

Los Angeles Billboard Advertising

This activation focuses on strategic Los Angeles Billboard Advertising campaigns that place your brand into the heart of Southern California’s most visible outdoor environments, including Hollywood, Downtown LA, Venice, and Silver Lake. American Guerrilla Marketing leverages premium digital and static billboard placements along major streets, thoroughfares, and hubs of foot and vehicle traffic to maximize awareness, recall, and cultural resonance. Los Angeles billboards serve as powerful visibility engines by meeting commuters, visitors, and local audiences across entertainment corridors, nightlife districts, transit access points, and scenic boulevards, creating brand moments that feel human, relevant, and unforgettable.

To complete a full street branding experience and deepen engagement beyond high-elevation displays, Los Angeles Billboard Advertising pairs seamlessly with sidewalk decals and sidewalk stencils that activate the pedestrian environment surrounding major billboard zones and intersections. When combined with snipes and Wild Wheat Paste Posting, this layered strategy extends from aerial visibility to eye-level engagement, making every viewer’s journey feel intentional and connected. This approach turns LA’s dynamic city streets into a cohesive, multi-touchpoint brand experience that audiences absorb in motion and on foot — bridging iconic billboards with street-level moments that invite interaction and social sharing.

Available Extensions

- Snipe advertising
- Wild Wheat Paste Posting
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Take-One Flyers
- LED billboard trucks
- Bus stop advertising
- Street team engagement

Placement Areas

- Hollywood Boulevard and Sunset Strip billboard corridors
- Downtown LA freeway-adjacent displays
- Venice Boardwalk and pedestrian promenades
- Silver Lake neighborhood arterial roads
- Transit hub connectors near LA Union Station
- Retail and shopping districts in DTLA and Hollywood
- Festival and event perimeter streets
- High-density neighborhood walkways

Demographic Scenarios

- Urban commuter marketing
- Entertainment and tour marketing
- Convention and conference marketing
- College marketing
- Sports and arena marketing
- Neighborhood and community outreach
- Pride festivals
- Experiential brand launches

[Get More Information](#)
[RFP Builder](#)

Man on the Street Team Surveys

This activation focuses on strategic Man on the Street Team Surveys that put your brand face-to-face with real audiences to gather authentic insights, behavior data, and feedback during live interactions. American Guerrilla Marketing deploys trained street teams who engage passersby with conversational surveys, quick polls, and incentive-driven feedback moments in high-traffic areas like event perimeters, retail corridors, transit hubs, and college centers. Street Team Surveys serve as powerful engagement tools by turning everyday foot traffic into meaningful data-collection opportunities that feel human, respectful, and contextually relevant, helping brands understand sentiment, preferences, and intent where it matters most.

To complete a full street branding experience and deepen engagement beyond the survey itself, Street Team Surveys pair naturally with sidewalk decals and sidewalk stencils that guide audiences toward interaction zones and highlight key calls to action. When combined with snipes and Wild Wheat Paste Posting on surrounding surfaces, this layered strategy connects data-gathering moments with visual cues that feel intentional, cohesive, and memorable. This approach transforms casual street movement into structured engagement opportunities that yield real insights while reinforcing your brand presence in a way that feels personal and thoughtful.

Available Extensions

- Wild Wheat Paste Posting
- Snipe advertising
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Bus stop advertising
- Take-One Flyers
- Guerrilla projection advertising

Placement Areas

- Festival and event perimeters
- College campus centers and walkways
- Transit hub plazas and waiting zones
- Retail and shopping corridors
- Nightlife districts and entertainment strips
- Neighborhood gathering places
- Convention and conference entry points
- High-density pedestrian connectors

Demographic Scenarios

- College marketing
- Neighborhood and community outreach
- Urban commuter engagements
- Convention and conference marketing
- Entertainment and tour marketing
- Pride festivals
- Sports and arena marketing
- Experiential brand launches

[Get More Information](#)[RFP Builder](#)

Mobile Showrooms & Fabrication

This activation focuses on immersive Mobile Showrooms that bring your brand directly into the heart of high-traffic environments with fully branded, experiential spaces on wheels. American Guerrilla Marketing crafts custom mobile showrooms and fabrication solutions that feel intentional, human, and engaging — transforming vehicles and portable structures into walk-in brand experiences where audiences can explore products, interact with staff, and participate in curated moments that drive both awareness and conversion. Mobile Showrooms serve as powerful engagement tools by meeting consumers where they live, work, and play, making every activation feel less like an advertisement and more like a memorable experience.

To complete a full street branding experience and deepen engagement beyond the showroom itself, Mobile Showrooms pair seamlessly with sidewalk decals and sidewalk stencils that guide audiences toward interactive zones and make adjacent pedestrian spaces part of the journey. When combined with snipes and Wild Wheat Paste Posting on surrounding surfaces, this layered strategy links mobile experiential environments with visual street anchors that feel cohesive and intentional. This approach turns ordinary sidewalks and public spaces into curated brand pathways that invite exploration, conversation, and memorable interaction at every touchpoint.

Available Extensions

- Wild Wheat Paste Posting
- Snipe advertising
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Flyer distribution
- Bus stop advertising
- Street team engagement

Placement Areas

- Festival and event perimeters
- Transit hub plazas and waiting zones
- College campus centers and gathering spaces
- Retail and shopping corridors
- Entertainment district walkways
- Neighborhood community spaces
- Convention and conference entry points
- High-density pedestrian connectors

Demographic Scenarios

- College marketing
- Urban commuter engagements
- Entertainment and tour marketing
- Neighborhood and community outreach
- Pride festivals
- Convention and conference marketing
- Sports and arena marketing
- Experiential brand launches


[Get More Information](#)
[RFP Builder](#)

Mural Advertising

This activation is centered on bold Mural Advertising campaigns that use large-scale artwork to turn ordinary walls into unforgettable brand canvases. American Guerrilla Marketing approaches mural advertising with a blend of creative strategy and strategic placement, transforming high-visibility exteriors into immersive visual experiences that resonate with local communities and passersby alike. Murals serve as awareness anchors by owning wall space and stirring curiosity, creating context that feels authentic, artistic, and culturally rooted rather than intrusive. The result is a brand presence that becomes part of the city’s visual fabric and sparks organic engagement both on the street and online.

To deepen impact and complete a full street branding experience, mural advertising pairs extremely well with sidewalk decals and sidewalk stencils that connect the artwork to pedestrian pathways, making it easier for audiences to interact with your brand beyond just seeing the wall. When mural advertising combines with smaller placements like snipes and decals, the campaign feels layered and intentional — guiding audiences from broad awareness to closer engagement as they explore and move through the environment. This humanized approach ensures murals aren’t just seen once; they become shareable backdrops that invite interaction and social amplification.



Available Extensions

- Wild Wheat Paste Posting
- Snipe advertising
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Guerrilla projection advertising
- LED billboard trucks
- Flyer distribution
- Mobile vehicle wraps

Placement Areas

- High-visibility building façades
- Alleyway feature walls
- Arts districts and mural corridors
- Retail exterior walls
- Urban pedestrian thoroughfares
- Transit-adjacent brick surfaces
- College campus landmark walls
- Festival venue exteriors

Demographic Scenarios

- Entertainment and tour marketing
- College marketing
- Neighborhood and community outreach
- Pride festivals
- Experiential brand launches
- Nonprofit and advocacy campaigns
- Sports and arena marketing
- Convention and conference marketing

[Get More Information](#)

[RFP Builder](#)

National Billboard Advertising

This activation focuses on nationwide billboard advertising campaigns fueled by expert media planning, media buying, and strategic out-of-home execution — making your brand visible across key U.S. markets with precision and impact. American Guerrilla Marketing’s national billboard advertising service blends data-driven market research, inventory analytics, and multi-state media buying expertise to identify the most strategic billboard placements in major metropolitan regions and driving corridors across the country. This approach ensures that national campaigns are not just seen but remembered, building broad awareness and recall by placing your message where diverse audiences live, commute, and explore.

To enhance the reach of national billboard advertising and complete a full street branding experience, this service works in harmony with guerrilla tactics that meet audiences closer to the ground. Pairing nationwide billboard placements with sidewalk decals and sidewalk stencils brings messaging down to the pedestrian level in local markets, while snipes and Wild Wheat Paste Posting extend visibility into everyday environments. National billboard campaigns become more than just elevated signs — they become an integrated brand presence that moves with audiences, engages on foot, and creates humanized moments of interaction from coast to coast.

Available Extensions

- Snipe advertising
- Wild Wheat Paste Posting
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Take-One Flyers
- LED billboard trucks
- Bus stop advertising
- Street team engagement

Placement Areas

- Major interstate and highway billboard corridors
- High-traffic urban and suburban out-of-home zones
- Transit hub billboard clusters
- Retail and shopping district billboard corridors
- Festival and event approach routes
- College and university market billboards
- Entertainment and arena advertising corridors
- Convention and conference city edges

Demographic Scenarios

- National commuter marketing
- College marketing
- Convention and conference marketing
- Entertainment and tour marketing
- Sports and arena marketing
- Multicultural outreach campaigns
- Neighborhood and community engagement
- Experiential brand launches



[Get More Information](#)

[RFP Builder](#)

Pedicab Advertising

This activation focuses on creative Pedicab Advertising campaigns that bring your brand into slow-moving, human-scaled environments with a personal, eye-level presence. American Guerrilla Marketing uses branded pedicabs equipped with clean, bold graphics to meet audiences in pedestrian districts, event zones, college town centers, and cultural corridors where people walk, pause, and engage with their surroundings. Pedicab Advertising serves as both an awareness and engagement tool — its gentle mobility turns every corner, plaza, and promenade into a brand touchpoint that feels intentional, organic, and unmistakably human as riders and onlookers connect with the message up close.

Available Extensions

- Wild Wheat Paste Posting
- Snipe advertising
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Take-One Flyers
- Bus stop advertising
- Street team engagement

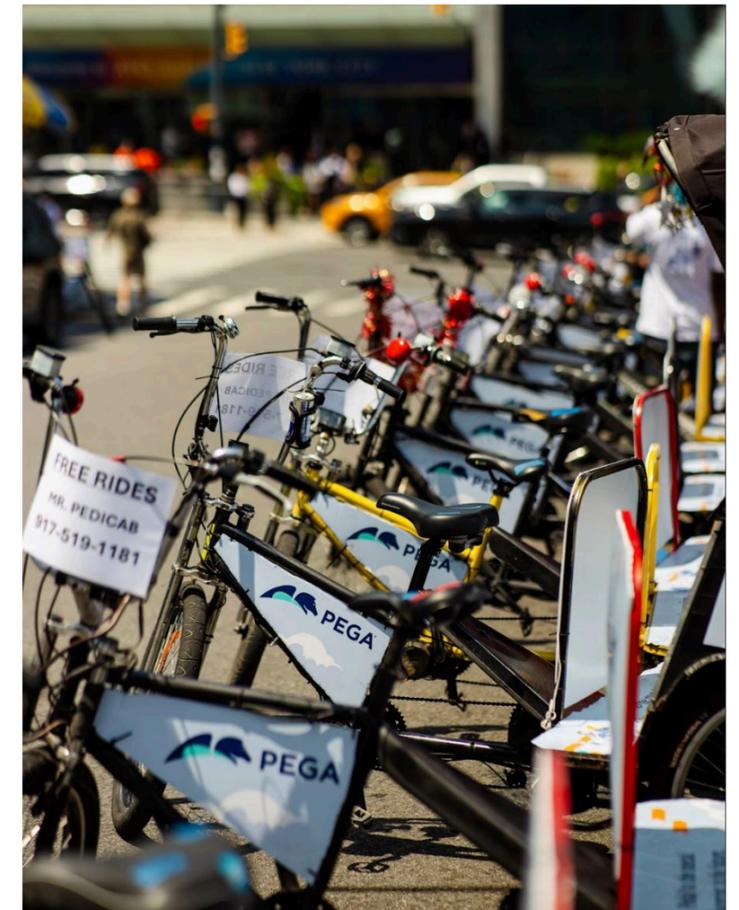
Placement Areas

- Pedestrian walkways and promenades
- Arts and cultural districts
- College campus corridors
- Festival and event perimeters
- Transit hub pedestrian loops
- Downtown entertainment zones
- Retail and shopping district sidewalks
- Neighborhood gathering places

Demographic Scenarios

- College marketing
- Entertainment and tour marketing
- Neighborhood and community outreach
- Pride festivals
- Urban commuter engagements
- Convention and conference marketing
- Experiential brand launches
- Sports and arena marketing

To complete a full street branding experience and deepen engagement beyond the pedicab's route, Pedicab Advertising pairs seamlessly with sidewalk decals and sidewalk stencils that activate the pedestrian environment before and after audiences encounter the branded vehicles. When combined with snipes and Wild Wheat Paste Posting, this layered strategy weaves pedicab visibility into static street assets that guide attention and interaction along foot traffic flows. This approach blends motion with moment — turning every ride, pause, and step into an immersive brand experience that feels natural, memorable, and shareable.


[Get More Information](#)
[RFP Builder](#)

Pop-Up Activations

This activation focuses on high-impact Pop-Up Activations that create immersive, temporary brand experiences in the places your audience already moves, gathers, and engages. American Guerrilla Marketing builds pop-up sites that feel intentional and human — blending creative environments, interactive moments, and branded spaces that invite audiences to stop, explore, and participate. Pop-Up Activations serve as powerful awareness and engagement drivers by delivering curated experiences that feel less like ads and more like memorable encounters, turning everyday plazas, event zones, college walkways, and retail corridors into intentional brand destinations.

To complete a full street branding experience and deepen engagement beyond the pop-up itself, Pop-Up Activations pair seamlessly with sidewalk decals and sidewalk stencils that create visual pathways leading audiences toward the interactive environment. When combined with snipes and Wild Wheat Paste Posting on nearby surfaces, this layered strategy connects broader visibility with directed pedestrian attention that feels intuitive and connected. This approach transforms casual foot traffic into planned brand interactions that invite conversation, participation, and social sharing — making every pop-up moment feel human, contextual, and memorable.

Available Extensions

- Wild Wheat Paste Posting
- Snipe advertising
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Flyer distribution
- Bus stop advertising
- Street team engagement

Placement Areas

- Festival and event perimeters
- Transit hub plazas and waiting zones
- College campus centers and gathering spaces
- Retail and shopping corridors
- Entertainment district walkways
- Neighborhood community spaces
- Convention and conference entry points
- High-density pedestrian connectors

Demographic Scenarios

- College marketing
- Urban commuter engagements
- Entertainment and tour marketing
- Neighborhood and community outreach
- Pride festivals
- Convention and conference marketing
- Sports and arena marketing
- Experiential brand launches

[Get More Information](#)
[RFP Builder](#)

Product Sampling Activations

This activation focuses on strategic Product Sampling campaigns that put your brand directly into the hands and mouths of your target audience at key touchpoints like festivals, retail corridors, college campuses, and high-traffic pedestrian zones. American Guerrilla Marketing deploys trained sampling teams who engage consumers with curated product experiences, demos, and giveaways that feel organic, human, and genuinely useful. Product Sampling serves as both an awareness and conversion driver by creating moments of sensory interaction — letting audiences taste, feel, and try your product in real time, turning strangers into believers with every sample handed out.

To complete a full street branding experience and deepen engagement beyond the sample itself, Product Sampling Activations pair naturally with sidewalk decals and sidewalk stencils that guide audiences toward sampling zones and highlight key brand calls to action. When combined with snipes and Wild Wheat Paste Posting on nearby surfaces, this layered strategy connects tactile product experiences with visual cues that feel intentional and memorable. This approach transforms everyday movement through environments into curated brand encounters that invite interaction, social sharing, and deeper consideration.

Available Extensions

- Wild Wheat Paste Posting
- Snipe advertising
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Flyer distribution
- Bus stop advertising
- Street team engagement

Placement Areas

- Festival and event perimeters
- College campus centers and walkways
- Transit hub plazas
- Retail and shopping corridors
- Nightlife districts and entertainment strips
- Neighborhood gathering places
- Convention and conference entry points
- High-density pedestrian connectors

Demographic Scenarios

- College marketing
- Urban commuter engagements
- Entertainment and tour marketing
- Neighborhood and community outreach
- Pride festivals
- Convention and conference marketing
- Sports and arena marketing
- Experiential brand launches



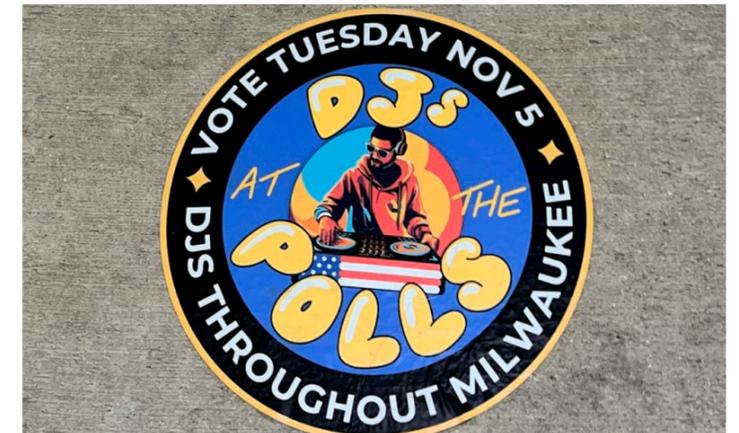
[Get More Information](#)

[RFP Builder](#)

Sidewalk Stencils Advertising

This activation focuses on strategic Sidewalk Stencils Advertising campaigns that bring brand messaging directly into the steps and pathways of your audience, turning everyday sidewalks into intentional engagement zones. American Guerrilla Marketing uses precision-cut stencil art combined with high-contrast paint applications to embed visuals and text where foot traffic naturally flows, creating moments of discovery that feel organic, human, and relevant. Sidewalk stencils serve as powerful awareness boosters that anchor campaigns in the physical experience of the street, guiding pedestrians through high-traffic districts, campus pathways, transit corridors, event perimeters, and retail corridors with visual cues that feel part of the environment rather than intrusive.

To complete a full street branding experience, Sidewalk Stencils Advertising works exceptionally well when paired with sidewalk decals that add color, call-to-action moments, and directional messaging to the same pathways. When integrated with snipes and Wild Wheat Paste Posting, this layered approach creates a cohesive journey from wide-format wall placements to close-up pedestrian interactions. Through intentional placement and creative design, sidewalk stencils turn routine movement into memorable brand impressions that invite interaction, social sharing, and deeper engagement in moments where audiences are already looking down and ready to engage.



Available Extensions

- Snipe advertising
- Wild Wheat Paste Posting
- Sidewalk decals
- Brand ambassadors
- Take-One Flyers
- Guerrilla projection advertising
- Bus stop advertising
- Street team engagement

Placement Areas

- High-foot-traffic sidewalks
- Transit plaza walkways
- College campus corridors
- Retail and shopping district pathways
- Festival and event perimeters
- Entertainment district sidewalks
- Nightlife pedestrian connectors
- Neighborhood pedestrian loops

Demographic Scenarios

- Urban commuter marketing
- College marketing
- Convention and conference marketing
- Sports and arena marketing
- Neighborhood and community outreach
- Pride festivals
- Experiential brand launches
- Entertainment and tour marketing

[Get More Information](#)

[RFP Builder](#)

Snipe Advertising

This activation centers on high-impact Snipe Advertising campaigns that put your brand directly into urban sightlines where attention races by and second chances are rare. American Guerrilla Marketing executes snipes through strategic wheatpasting and targeted small-format placements designed to capture awareness, drive recall, and extend presence across neighborhoods, transit corridors, nightlife districts and street-level environments. Poster snipes, yard snipes and pole snipes create a tapestry of visibility that feels organic and human in the city fabric, and when paired with sidewalk decals and sidewalk stencils they round-out a full-street branding experience that feels cohesive, creative and impossible to ignore. The result is a modern street marketing campaign that not only boosts visibility but supports measurable impact in high-traffic areas where audiences are most likely to interact and share.

While snipes excel in grabbing attention, adding sidewalk decals and sidewalk stencils brings campaigns down to the pedestrian’s world — turning a quick glance into an engaged stop, a scan, a share or a walk-through to your venue or promotion. This approach to sniping enhances traditional outdoor campaigns by bringing brand messaging into the steps of your audience, building a physical presence that feels intentional, bold, and memorable. When Snipe Advertising is executed with humanized creative and location intelligence, it becomes more than pasted posters; it becomes a lived brand experience that resonates long after the first glance.

Available Extensions

- Wild Wheat Paste Posting
- Yard snipes
- Pole snipes
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Flyer distribution
- Guerrilla projection advertising
- LED billboard trucks
- Mobile vehicle wraps

Placement Areas

- Street poles and light posts
- Alleyway entrances
- Transit hubs and bus stops
- Construction barriers
- Exterior retail façades
- Nightlife corridors
- College campus walkways
- Festival and event perimeters
- High-density pedestrian connectors

Demographic Scenarios

- College marketing
- Pride festivals
- Music and tour marketing
- Sports marketing
- Convention and trade show marketing
- Experiential brand launches
- Multicultural marketing
- Nonprofit and advocacy campaigns
- Cannabis and lifestyle marketing



[Get More Information](#)

[RFP Builder](#)

Static Mobile Vinyl Billboard Trucks

This activation focuses on strategic Static Mobile Vinyl Billboard Trucks that bring your brand into high-visibility spaces with commanding presence and uninterrupted visual impact. American Guerrilla Marketing deploys trucks wrapped with large-format static vinyl billboards that stand still or circulate slowly through targeted neighborhoods, retail corridors, transit hubs, and event routes — creating extended exposure that feels intentional, strong, and human. Static Mobile Vinyl Billboard Trucks serve as powerful awareness tools by combining scale, placement precision, and repetition, anchoring your message in environments where audiences are already present and receptive.

To complete a full street branding experience and deepen engagement, Static Mobile Vinyl Billboard Trucks pair naturally with sidewalk decals and sidewalk stencils that bring messaging down to the pedestrian level around parked trucks, transit stops, and high-foot-traffic corridors. When combined with snipes and Wild Wheat Paste Posting, this layered strategy links broad visibility with pedestrian touchpoints that feel creative and connected, turning every viewer’s journey into a branded pathway. By blending mobile scale with ground-level interaction, this activation captures attention in motion and on foot, creating memorable brand conversations throughout the environment.



Available Extensions

- Snipe advertising
- Wild Wheat Paste Posting
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Take-One Flyers
- Bus stop advertising
- Street team engagement

Placement Areas

- Transit hub corridors and plazas
- Retail and shopping districts
- Downtown intersections and traffic arteries
- Event and festival perimeters
- College campus loops and gathering zones
- Entertainment and nightlife strips
- Convention and conference approach routes
- High-density neighborhood connectors

Demographic Scenarios

- Urban commuter marketing
- College marketing
- Convention and conference marketing
- Sports and arena marketing
- Entertainment and tour marketing
- Neighborhood and community outreach
- Pride festivals
- Experiential brand launches

[Get More Information](#)

[RFP Builder](#)

Street Teams Activations

This activation focuses on immersive Street Teams Activations that bring your brand face-to-face with audiences across events, neighborhoods, campuses, and high-traffic corridors. American Guerrilla Marketing deploys trained brand ambassadors who act as lively extensions of your message — engaging passersby with conversation, demonstrations, sampling, giveaways, and interactive moments that feel personal, human, and contextually relevant. Street Teams serve not only as powerful awareness drivers but also as real-time engagement engines, turning foot traffic into meaningful interactions that deepen recall, encourage social sharing, and spark word-of-mouth through genuine human connection.

To complete a full street branding experience and deepen impact beyond person-to-person engagement, Street Teams Activations pair seamlessly with sidewalk decals and sidewalk stencils that guide pedestrian flows toward key brand interaction points. When combined with snipes and Wild Wheat Paste Posting on surrounding surfaces, this layered strategy weaves high-visibility branding with intentional moments of engagement on foot, making every interaction feel connected and purposeful. This approach transforms everyday movement into intentional brand experiences that are memorable, shareable, and integral to the cultural fabric of the environment.

Available Extensions

- Wild Wheat Paste Posting
- Snipe advertising
- Sidewalk decals
- Brand ambassadors (expanded teams)
- Take-One Flyers
- Bus stop advertising
- Guerrilla projection advertising
- LED billboard trucks

Placement Areas

- Festival and event perimeters
- College campus centers and walkways
- Transit hub plazas and waiting zones
- Nightlife districts and entertainment strips
- Retail shopping corridors
- Neighborhood gathering places
- Convention and conference entry points
- High-density pedestrian connectors

Demographic Scenarios

- College marketing
- Entertainment and tour marketing
- Neighborhood and community outreach
- Pride festivals
- Urban commuter engagements
- Convention and conference marketing
- Sports and arena marketing
- Experiential brand launches



[Get More Information](#)

[RFP Builder](#)

Subway Advertising

This activation is built around Subway Advertising campaigns that place brands directly into the daily movement of urban commuters, capturing attention during moments of pause, transition, and repetition. American Guerrilla Marketing leverages subway environments as high-frequency awareness channels, using station-level visibility and commuter flow to anchor messaging where audiences are already mentally engaged. Subway Advertising functions as a powerful awareness driver, embedding brands into the rhythm of city life and creating familiarity through repeated exposure across platforms, corridors, and station exits.

To complete a full street-level branding experience, Subway Advertising is most effective when extended beyond the station itself. Pairing subway placements with sidewalk decals and sidewalk stencils bridges the transition from underground to street, guiding commuters from platform to pavement with cohesive, human-scale touchpoints. This layered approach turns a static commute into an experiential journey, allowing brands to move with the audience and transform everyday travel into an interactive brand moment that feels intentional rather than intrusive.

Available Extensions

- Wild Wheat Paste Posting
- Snipe advertising
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Guerrilla projection advertising
- LED billboard trucks
- Bus stop advertising
- Mobile vehicle wraps

Placement Areas

- Subway station entrances and exits
- Platform corridors and waiting zones
- Stairwells and mezzanines
- Street-level sidewalks surrounding stations
- Adjacent construction barriers
- Transit-adjacent retail corridors
- Pedestrian crossings near station hubs
- Downtown commuter arteries

Demographic Scenarios

- College marketing
- Convention and conference marketing
- Sports and arena marketing
- Urban commuter targeting
- Experiential brand launches
- Multicultural neighborhood outreach
- Entertainment and tour marketing
- Nonprofit and civic engagement campaigns

[Get More Information](#)
[RFP Builder](#)

Take-One Flyers

This activation centers on strategic Take-One Flyer campaigns designed to put your message directly into the hands of your audience at the precise moment they are ready to engage. American Guerrilla Marketing crafts Take-One Flyer distributions that feel personal, timely, and human — using location intelligence to place flyer racks and take-one walls in transit hubs, nightlife districts, retail entrances, and campus hotspots. Flyers become powerful awareness and action tools when people physically interact with them, giving audiences something tangible to hold, scan, and share. This grassroots approach turns everyday foot traffic into meaningful impressions and connects brands with real people in real moments.

To complete a full street branding experience and increase interaction, Take-One Flyers pair seamlessly with sidewalk decals and sidewalk stencils that lead audiences from flyer racks into deeper engagement zones. When combined with snipes and wheatpasting, flyers create layered touchpoints that move people from awareness to action, enhancing recall and encouraging shares on social and in conversations. This humanized activation feels organic and respectful — giving audiences curated content where they live, work, and play, and making every interaction count toward brand momentum.

Available Extensions

- Snipe advertising
- Wild Wheat Paste Posting
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Guerrilla projection advertising
- LED billboard trucks
- Mobile vehicle wraps
- Street team engagement

Placement Areas

- Transit hubs and commuter stations
- Retail entryways and shopping corridors
- College campus centers and student unions
- Nightlife districts and entertainment walkways
- Festival and event perimeters
- Office building lobbies and elevators
- Community bulletin walls
- High-density pedestrian connectors

Demographic Scenarios

- College marketing
- Convention and conference marketing
- Entertainment and tour marketing
- Neighborhood and community outreach
- Sports and arena marketing
- Pride festivals
- Experiential brand launches
- Nonprofit and advocacy campaigns



[Get More Information](#)

[RFP Builder](#)

Taxi TV Advertising

This activation focuses on dynamic Taxi TV Advertising campaigns that bring your brand into the captive attention zone of riders and pedestrians alike. American Guerrilla Marketing leverages in-cab screens and digital displays mounted on rideshare vehicles and taxis to deliver short-form messaging, engaging visuals, and contextually relevant calls to action directly to viewers during otherwise idle moments. Taxi TV Advertising serves as a powerful awareness and recall driver by meeting audiences where their eyes are already naturally drawn — whether they're waiting for a ride, commuting through downtown corridors, or walking alongside busy streets — turning everyday rides into memorable brand touchpoints.

To complete a full street branding experience and deepen audience engagement, Taxi TV Advertising pairs seamlessly with sidewalk decals and sidewalk stencils that continue messaging at street-level after riders exit the vehicle. When combined with snipes and Wild Wheat Paste Posting, this layered strategy bridges in-ride attention with real-world interaction, making every audience transition feel intentional, human, and connected. By integrating mobile media with pedestrian touchpoints, Taxi TV Advertising becomes more than a screen — it becomes part of a fluid, city-wide narrative that moves people from awareness to action.

Available Extensions

- Sidewalk decals
- Sidewalk stencils
- Snipe advertising
- Wild Wheat Paste Posting
- Brand ambassadors
- Bus stop advertising
- Take-One Flyers
- Guerrilla projection advertising
- Street team engagement

Placement Areas

- Taxi stands and rideshare pick-up points
- Downtown vehicle corridors
- Transit hub waiting zones
- Pedestrian plazas near nightlife districts
- Retail sidewalk connectors
- College campus loading zones
- Convention and conference perimeters
- High-density foot-traffic intersections

Demographic Scenarios

- Urban commuter marketing
- College marketing
- Convention and conference marketing
- Entertainment and tour marketing
- Sports and arena marketing
- Neighborhood and community outreach
- Pride festivals
- Experiential brand launches

[Get More Information](#)
[RFP Builder](#)

Times Square Billboard Advertising

This activation focuses on premium Times Square Billboard Advertising campaigns that place your brand into one of the most iconic and high-traffic outdoor advertising environments in the world. American Guerrilla Marketing uses strategic media planning and buying to secure digital and static billboard placements across Times Square, Theater District, Hell's Kitchen, Chelsea, and surrounding Manhattan corridors, turning towering signage into ongoing audience encounters that build awareness, recall, and prestige. Times Square billboards serve as powerful visibility engines by meeting millions of pedestrians and commuters daily, making your brand part of the city's visual rhythm in a way that feels human, memorable, and culturally resonant.

To complete a full street branding experience and deepen engagement beyond high-elevation displays, Times Square Billboard Advertising integrates seamlessly with sidewalk decals and sidewalk stencils that activate pedestrian paths at street level around major intersections and plazas. When paired with snipes and Wild Wheat Paste Posting, this layered strategy creates a comprehensive footprint from sky-high digital screens to eye-level brand cues, making every viewer's journey feel intentional and connected. By blending macro visibility with ground-level street engagement, this activation transforms Times Square from a backdrop into a living, walking brand experience that audiences absorb, share, and remember.

Available Extensions

- Snipe advertising
- Wild Wheat Paste Posting
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Take-One Flyers
- LED billboard trucks
- Bus stop advertising
- Street team engagement

Placement Areas

- Times Square digital and static billboards (including NASDAQ, Brill Building, and 1530 Broadway)
- Theater District façades and marquee walls
- Hell's Kitchen transit access corridors
- Chelsea high-visibility streetscapes
- Midtown pedestrian plazas and intersections
- Retail and shopping corridors around 7th Avenue
- Transit hub approaches and waiting zones
- Convention and event walkways

Demographic Scenarios

- Urban commuter marketing
- Entertainment and tour marketing
- Convention and conference marketing
- College marketing
- Sports and arena marketing
- Neighborhood and community outreach
- Pride festivals
- Experiential brand launches



[Get More Information](#)

[RFP Builder](#)

Wild Wheat Paste Posting

This activation is built around Wild Wheat Paste Posting campaigns that transform raw urban surfaces into dominant brand moments. American Guerrilla Marketing executes Wild Wheat Paste Posting through strategic wheatpasting placements in high-foot-traffic environments, using mapped pedestrian data, neighborhood intelligence, and visual repetition to ensure sustained visibility. Posters act as powerful awareness tools by owning walls, construction barriers, and corridors where audiences naturally move, making Wild Wheat Paste Posting ideal for top-of-funnel brand recognition, launches, and mass visibility across dense city environments.

While posters excel at awareness, layering snipes into a Wild Wheat Paste Posting campaign opens engagement by pulling audiences closer to the message. Smaller-format snipe placements and sidewalk-level touchpoints convert attention into action through QR scans, directional messaging, and direct calls to action that posters alone cannot deliver. When combined, wheatpasting posters establish scale and legitimacy, while snipes drive interaction, measurement, and response—creating a campaign that balances visual dominance with performance-driven outcomes.

Available Extensions

- Snipe posters
- Sidewalk decals
- Sidewalk stencils
- Brand ambassadors
- Flyer distribution
- Guerrilla projection advertising
- LED billboard trucks
- Mobile vehicle wraps
- Pop-up activations
- Street team engagement

Placement Areas

- Construction barriers
- Decommissioned or vacant buildings
- Exterior retail walls
- Alleyways and service corridors
- Nightlife districts
- Campus perimeter walls
- Arts and warehouse districts
- Festival zones
- High-density pedestrian connectors

Demographic Scenarios

- College marketing
- Pride festivals
- Music and tour marketing
- Sports marketing
- Convention and trade show marketing
- Experiential brand launches
- Multicultural marketing
- Nonprofit and advocacy campaigns
- Cannabis and lifestyle marketing



[Get More Information](#)

[RFP Builder](#)

B2B Activations

B2B activations focus on connecting businesses, decision-makers, and professional audiences through strategic, real-world engagements that drive awareness, relationships, and measurable action. American Guerrilla Marketing elevates business-to-business campaigns by blending targeted street-level media with curated direct interactions, live experiences, and data-driven engagement strategies that feel human, relevant, and impactful within professional environments. This approach ensures your brand stands out not just in traditional channels, but in the physical spaces where buyers, partners, and industry influencers move, network, and make decisions.

Our B2B activations have helped brands cut through the noise by creating memorable presence at key touchpoints throughout the business landscape. Past examples include coordinated wild paste posting around convention centers and business districts timed with industry conferences, street teams engaging professionals with tailored messaging and materials near trade show entrances, and projection media that turned building façades into captivating brand statements during night programming. By combining high-impact visibility with direct engagement moments — such as branded pop-ups and experiential touchpoints — these campaigns have generated quality leads, increased brand recall, and strengthened professional relationships in complex B2B environments.

B2B activations turn brand presence into meaningful professional impact, connecting businesses with buyers and partners in ways that feel purposeful, measurable, and strategically amplified across real-world environments. Send the next marketing page when you're ready.



Available Services

- Wild Wheat Paste Posting and snipe advertising targeted for industry zones
- Street teams and brand ambassadors engaging professionals directly
- Sidewalk decals and sidewalk stencils that guide foot traffic near business hubs
- Pop-up activations and experiential setups tailored to B2B audiences
- Guerrilla projection advertising for dynamic presence after hours
- LED billboard trucks and mobile transit ads around trade venues
- Flyer distribution and take-one materials with business-centric messaging
- Bus stop and transit hub advertising near corporate districts

[Get More Information](#)

[RFP Builder](#)

Focus Locations During Campaigns

- Convention and conference entry points and perimeters
- Downtown business district pathways
- Transit hub plazas near corporate centers
- College campus business programs and professional zones
- Retail corridors adjacent to office buildings
- Festival and trade show arrival corridors
- Entertainment districts frequented by business travelers
- Airport and commuter connector zones

Data Collection Methods

- On-site lead capture through surveys, opt-ins, and professional forms
- QR code analytics tied to strategic placements and materials
- Contact capture at pop-up touchpoints and experiential zones
- GPS heat-mapping of engagement hotspots around B2B venues
- Photo documentation with timestamped engagement
- Follow-up data from professional interactions and sign-ups
- Social and digital engagement metrics tied to campaign prompts

Brand Activism Marketing

Brand activism marketing centers on purpose-driven storytelling that connects brands, movements, and organizations with people through shared values and real-world action. American Guerrilla Marketing amplifies activist messaging by placing it directly into public space using street-level media, experiential engagement, and culturally relevant placements that feel human and authentic rather than performative. By combining guerrilla advertising, out-of-home visibility, and in-person engagement, brand activism campaigns move beyond awareness to spark conversation, participation, and community momentum in environments where people already gather, commute, and engage.

Our brand activism campaigns have supported social movements, civic engagement initiatives, and purpose-led brands by turning messages into visible, measurable action. Past campaigns have included large-scale wild paste posting paired with QR-driven calls to action, projection takeovers that transformed buildings into statements after dark, and street teams guiding pedestrians into direct participation through sign-ups, surveys, and on-site engagement. Across major urban markets, college districts, and event zones, these activations have driven awareness, encouraged action, and generated meaningful interaction while maintaining cultural sensitivity and credibility.

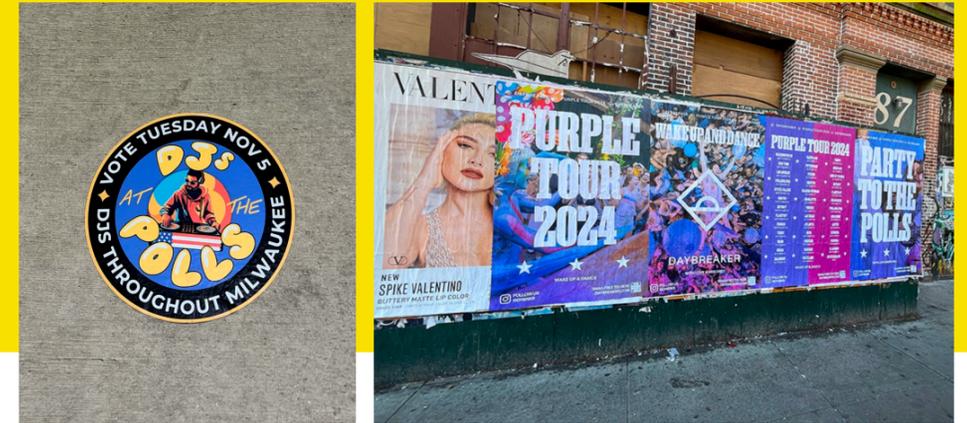
Brand activism marketing turns values into visible, measurable action, connecting movements and causes with communities in ways that feel authentic, data-driven, and strategically amplified across real-world environments. By embedding purpose into public space and human interaction, these campaigns drive awareness, participation, and lasting impact where it matters most.

Available Services

- Wild Wheat Paste Posting and snipe advertising for mass awareness
- Sidewalk stencils and sidewalk decals to guide pedestrian engagement
- Guerrilla projection advertising for high-impact nighttime messaging
- LED billboard trucks for mobile visibility and message amplification
- Brand ambassadors and street teams for direct human interaction
- Flyer distribution and take-one materials for tangible outreach
- Pop-up activations for immersive engagement moments
- Street team surveys and data collection activations

[Get More Information](#)

[RFP Builder](#)



Focus Locations During Campaigns

- High-traffic urban plazas and pedestrian corridors
- Transit hubs and commuter pathways
- College campuses and student centers
- Festival grounds and public event perimeters
- Downtown business districts and retail corridors
- Arts, nightlife, and cultural districts
- Neighborhood gathering spaces and community zones
- Convention and large-scale event entry points

Data Collection Methods

- QR code scan tracking tied to posters, decals, and stencils
- On-street surveys and conversational data capture by trained teams
- Petition sign-ups, volunteer registrations, and form submissions
- GPS-based placement tracking and heat-mapping
- Photo documentation with timestamps and location data
- Social engagement prompts tied to campaign messaging
- Lead capture through pop-ups, sampling, and direct outreach

Cannabis Marketing



Cannabis marketing focuses on promoting cannabis brands, products, and dispensaries within the unique regulatory, cultural, and community contexts where audiences live, work, and explore. American Guerrilla Marketing elevates cannabis campaigns by combining real-world visibility with strategic street-level engagement and culturally attuned execution that feels human, authentic, and compliant. We activate through guerrilla media, immersive experiences, and targeted placements that help cannabis brands cut through clutter, build trust, and engage diverse audiences in environments where traditional media may be restricted or limited.

Our cannabis marketing work has helped brands reach consumers in meaningful ways by integrating outdoor visibility and on-ground activation. Past activations have included tailored wild paste posting near high-traffic dispensaries to build awareness, sidewalk decals guiding foot traffic to retail entrances, projection media that highlighted promotional events after dark, and trained brand ambassadors educating audiences on products and offerings. In markets with strong community and lifestyle cultures, we've paired snipe advertising with pop-up sampling zones, transit hub touches, and interactive street teams to create memorable engagement, drive walk-ins, and spark social sharing — all while respecting local regulations and community sensibilities.

Cannabis marketing turns specialized messaging into measurable community engagement, connecting brands with consumers in ways that feel authentic, compliant, and strategically amplified across real-world environments. Send the next marketing page when you're ready.

Available Services

- Wild Wheat Paste Posting and snipe advertising tailored to cannabis audiences
- Sidewalk decals and sidewalk stencils to guide foot traffic and engagement
- Brand ambassadors and street teams for in-person education and interaction
- Pop-up activations and sampling environments
- Guerrilla projection advertising for high-impact messaging after dark
- LED billboard trucks and mobile transit ads for roaming visibility
- Flyer distribution and take-one materials tailored to cannabis consumers
- Bus stop and transit hub campaigns for commuter reach

[Get More Information](#)

[RFP Builder](#)

Focus Locations During Campaigns

- Dispensary corridors and neighborhood retail streets
- Festival and event perimeters with lifestyle engagement
- Transit hubs and commuter corridors
- College campus edge zones with target demographics
- Downtown pedestrian thoroughfares
- Entertainment and nightlife districts
- Neighborhood gathering places
- Convention and expo center entry points

Data Collection Methods

- On-site product sampling feedback and preference data
- QR code analytics tied to posters, decals, and sampling assets
- Street survey data gathered by trained teams
- GPS heat-mapping of high-engagement zones
- Photo documentation with timestamped recorded engagement
- Lead capture through opt-ins, promotions, and event participation
- Social media metrics tied to cannabis campaign hashtags

College Marketing

College marketing focuses on building meaningful brand presence and engagement within campus communities where young adults live, learn, socialize, and discover new experiences. American Guerrilla Marketing amplifies college outreach by weaving your message into the daily flow of student life through strategic street-level media, targeted engagement teams, and immersive activations that feel human, relevant, and culturally tuned to each campus. By meeting students where they already convene — in walkways, dorm commons, dining areas, event zones, and nightlife corridors — these campaigns transform brand awareness into measurable interaction and campus buzz.

Our college marketing work has driven real student engagement by designing layered, campus-specific activations that feel organic and memorable. Past examples include wild paste posting near student unions and campus loops timed with high traffic hours, sidewalk decals guiding students to event experiences or demos, projection media that turned building walls into dynamic brand scenes during welcome weeks and special events, and trained street teams that initiated conversations, collected sign-ups, and distributed materials. These executions have delivered measurable awareness, participation metrics, and peer-driven amplification across universities, fraternities/sororities, and campus cultural hubs.

College marketing turns campus presence into measurable engagement, connecting brands with student audiences in ways that feel authentic, culturally relevant, and strategically amplified across real-world environments. Send the next marketing page when you're ready.



Available Services

- Wild Wheat Paste Posting and snipe advertising tailored to campus culture
- Street teams and brand ambassadors engaging students in person
- Sidewalk decals and sidewalk stencils that guide foot traffic
- Pop-up activations and experiential brand zones
- Guerrilla projection advertising for dynamic visibility
- LED billboard trucks and mobile transit advertising on campus routes
- Flyer distribution and take-one materials in student hotspots
- Product sampling and interactive demos

[Get More Information](#)

[RFP Builder](#)

Focus Locations During Campaigns

- Campus walkways and high-traffic quad areas
- Student union buildings and dining zones
- Transit hub approaches near campus entrances
- Festival and event perimeters (welcome week, finals, homecoming)
- Dorm and residence hall corridors
- Retail and shopping strips adjacent to campus
- Nightlife districts and entertainment strips popular with students
- College plaza centers and gathering spaces

Data Collection Methods

- On-site engagement tracking through opt-ins and lead capture
- QR code analytics tied to posters, decals, and on-site assets
- Street survey data gathered by trained campus teams
- Photo documentation with timestamped activity logs
- GPS heat-mapping of high-interaction zones
- Social media engagement tied to student-focused tags and prompts
- Product sampling feedback and participation logs

Convention Marketing

Convention marketing focuses on capturing the attention of highly targeted professional, enthusiast, and consumer audiences by strategically integrating your brand into the flow of major conferences, expos, trade shows, and large-scale events. American Guerrilla Marketing elevates convention presence by deploying high-impact visibility tactics, immersive engagement experiences, and data-driven interactions that feel human, intentional, and relevant. By meeting attendees where they gather — from entrance gateways and transit corridors to networking lounges and exhibit halls — these campaigns transform your message into memorable interactions that drive awareness, participation, and measurable outcomes.

Our convention marketing work has helped brands cut through the noise of crowded event environments by layering outdoor and on-site activations that feel contextual and compelling. Examples include wild paste posting timed with peak arrival windows near convention centers, sidewalk decals that guide foot traffic from nearby transit hubs to key sponsor zones, projection media that animates high-visibility surfaces during night events, and trained street teams engaging attendees with demonstrations, surveys, and lead capture. These executions have driven measurable awareness, quality engagement, and social amplification across tech expos, industry conferences, professional summits, and cultural conventions.

Convention marketing turns event presence into measurable engagement and business impact, connecting your brand with attendees in ways that feel authentic, data-driven, and strategically amplified across real-world environments. Send the next marketing page when you're ready.

Available Services

- Wild Wheat Paste Posting and snipe advertising for event awareness
- Street teams and brand ambassadors for attendee interaction
- Sidewalk decals and sidewalk stencils that direct high-traffic flows
- Pop-up activations and experiential brand spaces
- Guerrilla projection advertising for dynamic visual impact
- LED billboard trucks and mobile transit ads near event perimeters
- Flyer distribution and take-one materials for targeted outreach
- Product sampling and interactive demonstrations

Focus Locations During Campaigns

- Convention center gateways and queue zones
- Transit hub plazas adjacent to event spaces
- Downtown thoroughfares connecting hotels and venues
- Exhibition entrance corridors and walkways
- Networking lounge areas and sponsor clusters
- Retail and restaurant strips near convention traffic
- Festival and ancillary event zones tied to the convention
- High-density pedestrian connectors surrounding event districts

Data Collection Methods

- On-site lead capture through opt-ins, surveys, and forms
- QR code analytics tied to posters, decals, and activation touchpoints
- GPS heat-mapping of high-engagement areas
- Photo documentation with timestamped participation logs
- Social media engagement tied to convention-focused tags and prompts
- Product sampling feedback and participation logs
- Engagement funnel tracking from outdoor assets to on-site activations

[Get More Information](#)

[RFP Builder](#)

Experiential Marketing



Experiential marketing immerses audiences in live, memorable brand moments that go beyond traditional advertising by creating interactions people can see, touch, and participate in. American Guerrilla Marketing elevates experiential marketing by blending creative physical activations with strategic placements and human engagement, making every touchpoint feel intentional, authentic, and impactful. Whether it's a pop-up experience, a live sampling event, interactive signage, or a sensory engagement moment, experiential campaigns are designed to create emotional connection, spark conversation, and leave audiences with a story worth sharing.

Our experiential marketing work has brought brands into the everyday paths of their audiences, turning sidewalks, plazas, campus centers, and festival grounds into engaging stages for real experiences. Past activations have included immersive pop-up environments that invited exploration and social sharing, interactive branded showrooms that let people engage with products firsthand, and street team engagements that turned passersby into active participants through demos, challenges, and incentives. Combined with targeted street media like wild paste posting, sidewalk decals, projection advertising, and mobile billboard trucks, these experiential campaigns amplify both presence and participation while tracking real-world impact.

Experiential marketing turns brand presence into lived experience, connecting audiences with messages through interaction, emotion, and participation. By blending physical engagement with strategic amplification and data capture, these campaigns create memorable moments that feel authentic, measurable, and powerfully rooted in real-world environments.

Available Services

- Pop-up activations and interactive brand environments
- Wild Wheat Paste Posting and snipe advertising for awareness lift
- Street teams and brand ambassadors for live engagement
- Sidewalk decals and sidewalk stencils for guided experiences
- Mobile showrooms and vehicle activations for immersive interaction
- Product sampling and demos that create sensory memories
- Guerrilla projection advertising for dynamic visual impact
- LED billboard trucks and taxi top advertising for mobile reach

[Get More Information](#)

[RFP Builder](#)

Focus Locations During Campaigns

- Festival and event perimeters where audiences gather in large numbers
- Transit hub plazas and high-foot-traffic corridors
- College campuses and student centers
- Retail and shopping districts with natural dwell time
- Entertainment and nightlife districts
- Downtown plazas and pedestrian thoroughfares
- Neighborhood community zones and public parks
- Convention and trade show entry points

Data Collection Methods

- On-site engagement tracking through lead capture and opt-ins
- QR code analytics connected to interactive activations
- Street survey data gathered by trained experiential teams
- Photo documentation and timestamped interaction metrics
- GPS heat-mapping of high-engagement zones
- Social media engagement tied to campaign hashtags and user content
- Feedback forms and demo participation logs

Festival Marketing

Festival marketing focuses on creating high-impact brand experiences within live event environments where large, engaged audiences come together to celebrate, discover, and participate. American Guerrilla Marketing elevates festival campaigns by embedding your message directly into the flow of the event through strategic street-level media, immersive activations, and targeted engagement that feels human, memorable, and culturally relevant. By meeting festival attendees where they are — from entry gates and walkways to lounges, stages, and gathering zones — we turn your brand presence into shared experiences that spark connection, participation, and word-of-mouth buzz.

Our festival marketing work has driven real audience engagement by creating layered activations that fit the unique energy of each event. Past campaigns have included bold wild paste posting and snipes throughout festival perimeters that anchored visual presence, sidewalk decals guiding attendees from main stages to sponsor zones, projection media that lit up buildings during evening activations, and trained street teams facilitating interactive sampling and data capture. These executions have delivered measurable awareness, participation metrics, and social sharing across a variety of festival types — from music and cultural festivals to food fairs, pride celebrations, and lifestyle events.

Festival marketing turns live event presence into memorable, measurable brand impact, connecting your message with engaged audiences in ways that feel authentic, data-driven, and strategically amplified across real-world environments. Send the next marketing page when you're ready.



Available Services

- Wild Wheat Paste Posting and snipe advertising for high-visibility awareness
- Sidewalk decals and sidewalk stencils that guide festival foot traffic
- Street teams and brand ambassadors for live engagement
- Pop-up activations and experiential zones for interactive brand moments
- Guerrilla projection advertising for dynamic nighttime visibility
- LED billboard trucks and mobile transit ads around event areas
- Flyer distribution and take-one materials for onsite outreach
- Product sampling and interactive demos

[Get More Information](#)

[RFP Builder](#)

Focus Locations During Campaigns

- Festival entry gateways and queue zones
- Main stage walkways and high-foot-traffic corridors
- Transit hub approach points near festival entrances
- VIP lounge and sponsor activation areas
- Food court and marketplace pathways
- Arts and cultural performance zones
- Nighttime activation plazas and gathering spaces
- Festival perimeter streets and community connectors

Data Collection Methods

- On-site engagement tracking through lead capture and opt-ins
- QR code analytics tied to posters, decals, and activation touchpoints
- Street survey data gathered by trained festival teams
- GPS heat-mapping of high-interaction zones
- Photo documentation with timestamped activity logs
- Social media engagement tied to festival campaign tags
- Product sampling feedback and participation logs

Multicultural Marketing

Multicultural marketing focuses on creating brand experiences that resonate with diverse audiences by integrating cultural understanding, representation, and relevance into every touchpoint. American Guerrilla Marketing elevates multicultural marketing by embedding messages into environments where specific communities live, gather, and engage, using street-level media, targeted engagement, and culturally attuned creative. This approach ensures campaigns feel respectful, authentic, and meaningful — connecting brands with audiences through shared values and contexts that drive emotional response, participation, and long-term loyalty.

Our multicultural campaigns have activated in neighborhoods and cultural events where representation and relevance matter most, delivering targeted visibility through tailored media placements, community engagements, and immersive experiences. Examples include localized wild paste posting in designated cultural corridors paired with snipe advertising that reflects community identity, street teams who engage passersby with culturally specific messaging and sampling, and projection campaigns that highlighted community narratives during key celebrations. Across city centers, transit hubs, festival grounds, and college districts, these activations have built trust, sparked conversation, and created memorable brand impressions rooted in cultural resonance.

Multicultural marketing transforms cultural relevance into measurable engagement, connecting brands with diverse communities through authentic representation, strategic placement, and real-world interaction. By meeting audiences within their lived environments, these campaigns build trust, spark participation, and amplify messages in ways that feel human, respectful, and data-driven.



Available Services

- Wild Wheat Paste Posting and snipe advertising for culturally targeted awareness
- Sidewalk stencils and sidewalk decals to anchor messaging within community paths
- Brand ambassadors and street teams with cultural fluency for direct engagement
- Flyer distribution and take-one materials tailored to specific cultural contexts
- Pop-up activations that reflect community identity and values
- LED billboard trucks for mobile presence through cultural zones
- Guerrilla projection advertising that celebrates community narratives
- Product sampling and interactive engagement

[Get More Information](#)

[RFP Builder](#)

Focus Locations During Campaigns

- Cultural districts and community corridors with high local foot traffic
- Festival and heritage event perimeters
- Transit hubs serving diverse neighborhoods
- College campus cultural centers and walkways
- Downtown retail and marketplace zones
- Arts and nightlife districts with cultural influence
- Neighborhood gathering areas and public plazas
- Convention and conference cultural programming zones

Data Collection Methods

- Community surveys conducted by culturally fluent street teams
- QR code tracking tied to localized posters, decals, and event placements
- Petition and sign-up data from community participation points
- GPS placement tracking and heat-mapping around cultural zones
- Photo documentation with timestamped demographic engagement
- Social engagement metrics tied to community-focused prompts
- Lead capture through sampling, pop-ups, and direct outreach

Nonprofit Marketing

Nonprofit marketing focuses on amplifying mission-driven causes, raising awareness for social impact initiatives, and driving participation among communities that care most about your purpose. American Guerrilla Marketing elevates nonprofit campaigns by combining strategic street-level visibility with authentic engagement tactics that feel respectful, human, and results-oriented. By embedding your message into the physical spaces where people live, gather, and interact, we help turn awareness into action — whether the goal is volunteer sign-ups, event attendance, fundraising, or community dialogue.

Our nonprofit marketing work has helped organizations make measurable impact by designing campaigns that resonate emotionally and contextually. Past activations have included large-format wild paste posting in community centers paired with QR codes directing people to petition pages, street teams engaging with pedestrians during outreach events to collect volunteer commitments, and projection campaigns that highlighted mission-critical messaging on landmark façades at night. These campaigns have activated festival perimeters, transit hub plazas, college campuses, and neighborhood corridors to create meaningful touchpoints that inspire participation and measurable outcomes.

Nonprofit marketing turns purpose-driven messaging into measurable engagement and community impact, connecting organizations with audiences in ways that feel authentic, data-driven, and strategically amplified across real-world environments. Send the next marketing page when you're ready.



Available Services

- Wild Wheat Paste Posting and snipe advertising for mission-driven awareness
- Street teams and trained ambassadors for compassionate engagement
- Sidewalk decals and sidewalk stencils to guide foot traffic to key zones
- Pop-up activations that invite participation and dialogue
- Flyer distribution and take-one materials crafted for nonprofit objectives
- Guerrilla projection advertising for dynamic message amplification
- LED billboard trucks and mobile transit ads for broad visibility
- Door hangers and targeted outreach materials

Focus Locations During Campaigns

- Transit hubs and commuter corridors where diverse audiences converge
- Festival and event perimeters with high local participation
- College campus centers and student engagement zones
- Neighborhood community gathering places and public parks
- Downtown pedestrian corridors and retail zones
- Convention and conference entry points with mission-related programs
- Arts and cultural districts that align with organizational goals
- Entertainment and nightlife strips for contextual awareness

Data Collection Methods

- On-site volunteer sign-ups and contact capture
- QR code tracking tied to posters, decals, and event placements
- Surveys and sentiment capture conducted by trained street teams
- Petition and fundraising data collection
- GPS heat-mapping of high-engagement zones
- Photo documentation with timestamped engagement
- Social engagement metrics tied to nonprofit messaging prompts

[Get More Information](#)

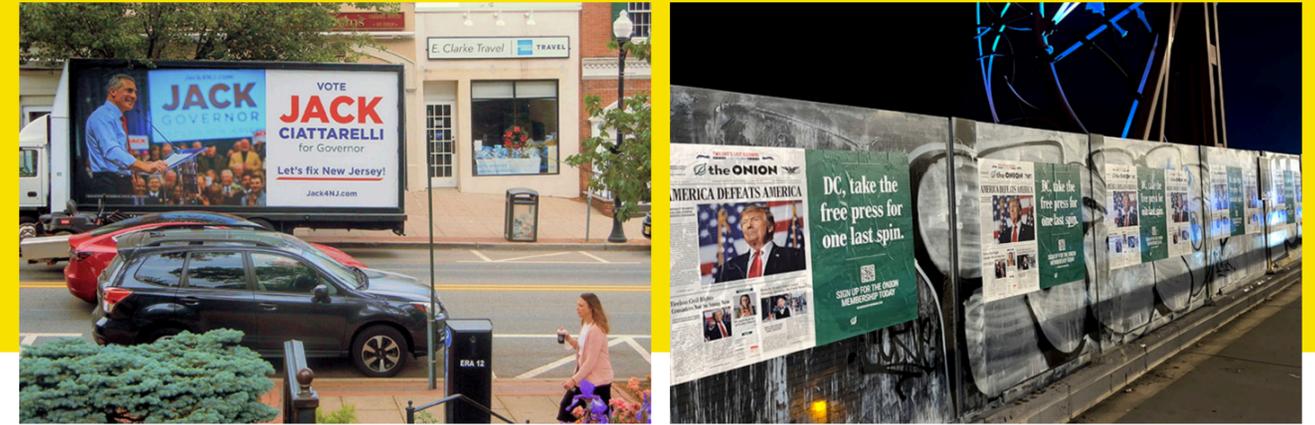
[RFP Builder](#)

Political Marketing

Political marketing focuses on connecting candidates, causes, and civic initiatives directly with voters through targeted visibility, strategic engagement, and culturally resonant messaging. American Guerrilla Marketing elevates political campaigns by deploying street-level media, in-person engagement teams, and outdoor tactics that make your message impossible to ignore in the public sphere. By integrating guerrilla advertising with direct engagement, data capture, and strategic placements, political marketing campaigns inform, mobilize, and inspire action among key constituencies while maintaining credibility, clarity, and compliance.

Our political marketing work has powered campaigns, ballot initiatives, and civic causes by turning brand presence into movement momentum. Past activations have included localized wild paste posting near civic gathering points combined with snipes that deliver key talking points, projection advertising on building façades to amplify debates and calls to action, and trained street teams engaging voters directly with surveys, information packets, and voter registration support. These efforts have driven awareness, increased turnout, and built measurable engagement in diverse markets, from suburban walkways to urban transit plazas and college registration drives.

Political marketing turns messaging into measurable civic impact, connecting campaigns with voters in ways that feel authentic, data-driven, and strategically amplified across real-world environments. Send the next marketing page when you're ready.



Available Services

- Wild Wheat Paste Posting and snipe advertising for message saturation
- Guerrilla projection advertising for dynamic large-scale visibility
- Street teams and brand ambassadors for direct voter engagement
- Sidewalk decals and sidewalk stencils to reinforce messaging footprints
- Flyer distribution, take-one materials, and door hangers for targeted outreach
- Bus stop and transit hub advertising to capture commuter attention
- Mobile billboard trucks and digital transit advertising for broad reach
- Street team surveys and political data capture

[Get More Information](#)

[RFP Builder](#)

Focus Locations During Campaigns

- High-traffic urban corridors and pedestrian zones
- Transit hubs and commuter stations
- College campus centers and student unions
- Suburban neighborhood walkways and door-to-door routes
- Community event perimeters and civic engagement hubs
- Festival grounds and public gathering spaces
- Downtown plazas and marketplace zones
- Convention and debate entry points

Data Collection Methods

- On-street voter surveys and sentiment polling
- QR code analytics tied to posters and stencils for tracking engagement
- Petition sign-ups and volunteer registration data capture
- GPS placement tracking and heat-mapping of key constituencies
- Photo documentation with timestamped location data
- Contact capture through direct outreach and opt-in forms
- Social engagement metrics tied to campaign hashtags and prompts

Pride Festival Marketing



Pride Festival marketing focuses on celebrating LGBTQ+ communities by amplifying inclusive messages, visibility, and engagement through culturally resonant activations that feel human, respectful, and impactful. American Guerrilla Marketing elevates Pride campaigns by embedding your message directly into Pride events, parades, and celebration zones using strategic street-level media, immersive experiences, and targeted engagement that connects with attendees in spaces of joy, community, and pride. By aligning with the spirit and values of Pride, these campaigns create meaningful brand presence while supporting community visibility, participation, and social affirmation.

Our Pride Festival marketing work has helped brands and advocacy initiatives make authentic connections by designing activations that reflect cultural context and community energy. Examples include vibrant wild paste posting throughout parade routes and festival perimeters, sidewalk decals that guide foot traffic to sponsor zones and resource hubs, pop-up activations that invited festivalgoers to engage directly with messaging or offerings, and trained brand ambassadors who facilitated experiential interactions and provided information with empathy and enthusiasm. These executions have delivered measurable awareness, participation, and social sharing while honoring the celebration's inclusive spirit and diverse audiences.

Pride Festival marketing turns inclusive messaging into measurable community engagement, connecting your brand with audiences in ways that feel authentic, vibrant, and strategically amplified across real-world environments. Send the next marketing page when you're ready.

Available Services

- Wild Wheat Paste Posting and snipe advertising for event-wide visibility
- Sidewalk decals and sidewalk stencils that guide festival foot traffic
- Street teams and brand ambassadors for live engagement
- Pop-up activations and interactive experience zones
- Guerrilla projection advertising for dynamic nighttime messaging
- LED billboard trucks and mobile transit ads around event corridors
- Flyer distribution and take-one materials for onsite outreach
- Product sampling and interactive demonstrations

[Get More Information](#)

[RFP Builder](#)

Focus Locations During Campaigns

- Parade routes and entry gateways
- Festival perimeters and main gathering plazas
- Transit hub approach points near event access
- Vendor marketplace walkways and sponsor zones
- Arts and performance stages and gathering areas
- Nighttime activation plazas and lounge zones
- Retail and shopping district connectors near the event
- Neighborhood community spaces adjacent to Pride activities

Data Collection Methods

- On-site engagement tracking through opt-ins and participant sign-ups
- QR code analytics tied to posters, decals, and activation elements
- Street survey data gathered by trained Pride teams
- GPS heat-mapping of high-interaction zones
- Photo documentation with timestamped activity logs
- Social media engagement metrics tied to pride-focused campaign tags
- Feedback and participation capture through interactive demos

Sports Activations

Sports activations focus on putting your brand in the center of fan attention, energy, and emotion by creatively engaging audiences around sporting events, stadiums, arenas, and fan zones. American Guerrilla Marketing amplifies sports campaigns by integrating high-impact street media with strategic activations tailored to the cadence of game days, tailgates, and fan gatherings — making your message seen, felt, and shared in real-world environments where fans are already emotionally invested. By combining guerrilla tactics with stadium-adjacent engagement, these campaigns turn fan passion into memorable brand interaction that resonates before, during, and after the game.

Our sports activations have driven measurable impact for teams, brands, and sponsors by embedding campaigns into the live experience of sports culture. Past campaigns include wild paste posting along fan walk corridors timed with major matchups, sidewalk decals that guide attendees from transit hubs to stadium entrances, projection media that energizes pre-game gatherings with animated messaging, and trained street teams activating tailgate zones with interactive engagement and branded giveaways. These integrated executions have delivered heightened awareness, participation metrics, and social amplification across college games, professional sports seasons, playoff runs, and championship events.

Sports activations turn fan passion into measurable brand impact, connecting your message with audiences in ways that feel authentic, energized, and strategically amplified across real-world environments. Send the next marketing page when you're ready.



Available Services

- Wild Wheat Paste Posting and snipe advertising for game-day awareness
- Sidewalk decals and sidewalk stencils that guide fan foot traffic
- Street teams and brand ambassadors for live event engagement
- Pop-up activations and experiential fan zones
- Guerrilla projection advertising for pre-game and halftime impact
- LED billboard trucks for mobile visibility around stadiums
- Flyer distribution and take-one materials in fan congregations
- Product sampling and interactive demos

[Get More Information](#)

[RFP Builder](#)

Focus Locations During Campaigns

- Stadium and arena surrounding walkways
- Transit hub plazas near fan arrival points
- Tailgate zones and parking lot corridors
- Downtown pedestrian thoroughfares on game days
- Retail and entertainment districts adjacent to venues
- College campus athletic centers and fan zones
- Neighborhood gathering spots with high fan traffic
- Event perimeters during tournaments and playoffs

Data Collection Methods

- On-site engagement tracking through opt-ins and lead capture
- QR code analytics tied to posters, decals, and activation materials
- Street survey data gathered by trained fan engagement teams
- GPS heat-mapping of high-interaction zones
- Photo documentation with timestamped activity logs
- Social media engagement tied to sports-centric messaging
- Product sampling feedback and participation logs

Tour Marketing

Tour marketing focuses on building excitement, visibility, and engagement for artists, performers, festivals, speakers, and experiences as they travel from city to city. American Guerrilla Marketing amplifies tour outreach by embedding your message into the physical and social pathways your audiences move through — from transit hubs and nightlife districts to college campuses, festival grounds, and downtown corridors. By combining outdoor media, street-level engagement, and strategic activation, tour marketing turns each stop into a memorable brand moment that drives awareness, buzz, and measurable interaction.

Our tour marketing work has helped artists and brands build momentum nationwide and in local markets by designing layered activations tailored to each tour stop's culture and audience. Examples include wild paste posting campaigns along transit corridors and nightlife strips timed with arrival dates, sidewalk decals guiding foot traffic from main stages to sponsor zones, projection media illuminating show announcements on building façades, and trained street teams handing out promotional materials and collecting opt-ins. These integrated activations have elevated tours in major urban centers, college towns, festival circuits, and entertainment districts, driving visibility and engagement from early arrival through encore.

Tour marketing turns travel-based messaging into measurable buzz, connecting performers and brands with audiences in ways that feel authentic, data-driven, and strategically amplified across real-world environments. Send the next marketing page when you're ready.



Available Services

- Wild Wheat Paste Posting and snipe advertising for high-impact awareness
- Street teams and brand ambassadors for direct audience engagement
- Sidewalk decals and sidewalk stencils that guide foot traffic to key points
- Pop-up activations and experiential brand moments
- Guerrilla projection advertising for dynamic nighttime visibility
- Flyer distribution and take-one materials on arrival routes
- LED billboard trucks and mobile transit advertising
- Product sampling and interactive demos

Focus Locations During Campaigns

- Transit hubs and commuter corridors near performance venues
- Downtown pedestrian thoroughfares and nightlife districts
- College campuses and student centers with strong youth audiences
- Festival grounds and event perimeters
- Retail and shopping corridors with natural dwell time
- Entertainment district walkways and plazas
- Neighborhood gathering spaces adjacent to tour stops
- Convention and conference entry points with tour-related programming

Data Collection Methods

- On-site engagement tracking through opt-ins and lead capture
- QR code analytics tied to posters, decals, and activation touchpoints
- Street survey data gathered by trained tour engagement teams
- Photo documentation with timestamped activity logs
- GPS heat-mapping of high-interaction zones
- Social media engagement tied to tour-centric tags and prompts
- Product sampling feedback and participation logs

[Get More Information](#)

[RFP Builder](#)

AGM

American
Guerilla
Marketing

Nationwide service

Thank you

Nationwide

254 36th Street, Unit 28, Brooklyn, New York 11232

American Guerilla Marketing

(917) 444-1065

hello@americanguerrillamarketing.com

Telegram: @americanguerrillamarketing

[Book a Meeting](#)