

Die Wirkung Des Eventmarketings In Der Markenkommunikation - Fenja Falkenthal

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Schnelllebigere Trends, immer mehr Produktvariationen die gegeneinander ausgetauscht werden können, immer mehr Unternehmen die auf den Markt strömen und die immer feinere Segmentierung der Zielgruppen sind nur einige Aspekte der veränderten Rahmenbedingungen mit denen sich die heutige Marketingkommunikation auseinandersetzen muss. Diese verschiedenen Trends machen das Marketing der einzelnen Unternehmen nicht einfacher. Die zunehmenden Informationsüberlastungen durch hunderte von Artikelvarianten, Werbespots, Slogans und Plakaten steigern die Relevanz sich von einander abzuheben und sich durch neue Marketingstrategien von anderen zu differenzieren. In der heutigen Zeit ist es auffällig, dass Kunden und Konsumenten immer weniger auf traditionelle Marketinginstrumente reagieren. Unternehmen fällt es dadurch immer schwerer ihren Zielgruppe entsprechend anzusprechen, wodurch sie immer auf der Suche nach neuen innovativen Kommunikationsinstrumenten sind. Marketees und Unternehmen gehen deshalb immer mehr in die Richtung - nicht mehr nur die Marke oder das Produkt zu vermarkten - sondern das Produkt und die Marke fühlbar und erlebbar erscheinen zu lassen. 'Virtuality meets Reality', 'Hin zum Selbsterlebnis', 'stärkeres Involvement', 'ungewöhnliche Erlebnisse', 'Kommunikation im Raum', 'weg von Standardlösungen' und 'Interaktionsprozesse' sind Schlagwörter, Trends und Modestricke die von der Live-Marketing Agentur Vok Dams durch Befragungen ermittelt wurden und die Notwendigkeit des Event- und Live Marketings in den Unternehmen unterstreicht. Author: Falkenthal, Fenja Publisher: GRIN Verlag Illustration: N Language: GER Title: Die Wirkung des Eventmarketings in der Markenkommunikation Pages: 00053 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640242764 Category: Business & Economics : Marketing - General

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