

Corporate Event: Produkteinführung & TV-Inszenierung - Maik Schwager

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Heutzutage werden hohe Anforderungen an eine erfolgreiche Kommunikationspolitik gestellt, da wir in einer gesättigten Überflussgesellschaft leben, die permanent medial von vermeintlich neuen und unentbehrlichen Produkten penetriert wird. Dies führt zu einem Informationsüberschuss beim Rezipienten, der nicht mehr aufnahmefähig ist. Um dennoch effizient vom reizüberfluteten Verbraucher wahrgenommen zu werden, braucht man eine Kommunikationsbasis auf hohem Niveau. Ein Event, als instrumentaler Baustein der Marketing-Kommunikation, eignet sich bestens, dem potentiellen Kunden den Sondernutzen eines Produktes auf emotionaler Ebene zu vermitteln. Denn der Trend zur Ich-Generation, mit freizeitorientiertem Denken auf der Käuferseite, ermöglicht erst die Gestaltung erlebbarer Kommunikation. Es sind nicht nur die Produkte selbst, die zählen, vielmehr sind es die kognitiven Verknüpfungen und der damit verbundene Mehrwert, aus dem der Kunde seinen persönlichen Nutzen zieht. Durch die Möglichkeit der stetigen Anpassung eines Events an die gesellschaftlichen und wirtschaftlichen Rahmenbedingungen, kann neuen Produkten jene positive Aufladung gespendet werden, die am Markt für Emotionalisierung und Beachtung sorgt. Beim Kunden wird Aufmerksamkeit und Begierde durch Produktidentität erzielt. Diplomarbeit aus dem Jahr 2004 im Fachbereich Wirtschaft - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Note: 1,5, Verwaltungs- und Wirtschaftsakademie Essen , 16 Quellen im Literaturverzeichnis, Sprache: Deutsch. Author: Schwager, Maik Publisher: GRIN Verlag Illustration: N Language: GER Title: Corporate Event: Produkteinführung & TV-Inszenierung Pages: 00033 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638396578 Category: Business & Economics : Marketing - General

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