



Ambient Media - eine neue Form der Außenwerbung (German Edition)

Saskia Klein

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Studienarbeit aus dem Jahr 2007 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,7, Ruhr-Universität Bochum, 29 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Der heutige Konsument ist einer hohen Informations- und Medienflut (Werbebotschaften) ausgesetzt, die er nicht mehr in vollem Umfang aufnehmen und verarbeiten kann. Hinzu-kommt der Wandel in der Gesellschaft und die damit veränderte Einstellung der Konsumenten zur Werbung. Die Unternehmen müssen diese Trends erkennen und ihre Werbung verstärkt erlebnis- und freizeitorientiert gestalten, damit der Konsument erreicht wird. Das führt mehr und mehr zu einer unkonventionellen Werbung mit direkter Kommunikation. Ausgehend von diesen Erkenntnissen, befasst sich diese Hausarbeit ausschließlich mit der neuen Werbeform Ambient Media. Diese Werbeform hat ihren Einsatz im Freizeitbereich der Konsumenten. Es wird aufgezeigt, welche Bedingungen für die Einführung von Ambient Media erforderlich sind und wie effektiv diese Werbeform ist.

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