

THE ART OF TEMPTATION.

Advertising as a game with desires and needs.

YOUR STEP INTO THE MARKET – PLEASE!

Basics and tools for successful advertising with small budgets.

THE ART OF TEMPTATION.

Advertising as a game with desires and needs.

PROGRAMME

- | | |
|----------------------|---|
| 14:00 – 15:00 | The art of temptation.
Advertising as a game with desires and needs. |
| 15:00 – 16:00 | Flirting with attention.
To attract attention with advertising and to obtain confidence. |
| 16:00 – 17:00 | To do the right thing.
Planning and implementing targeted advertising
efforts for your company. |

THE ART OF TEMPTATION.

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*kreativ***K**raft

Kommunikationsdesign und Fernsehen

*kreativ***K**raft

THE ART OF TEMPTATION.

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„Wer aufhört zu werben, um Geld zu sparen,
kann ebenso seine Uhr anhalten,
um Zeit zu sparen!“

„Fünfzig Prozent bei der Werbung sind immer
rausgeworfen: Man weiß aber nicht,
welche Hälfte es ist!“

Henry Ford

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WAS ist Werbung?

Alles!
(Fast) Alles!

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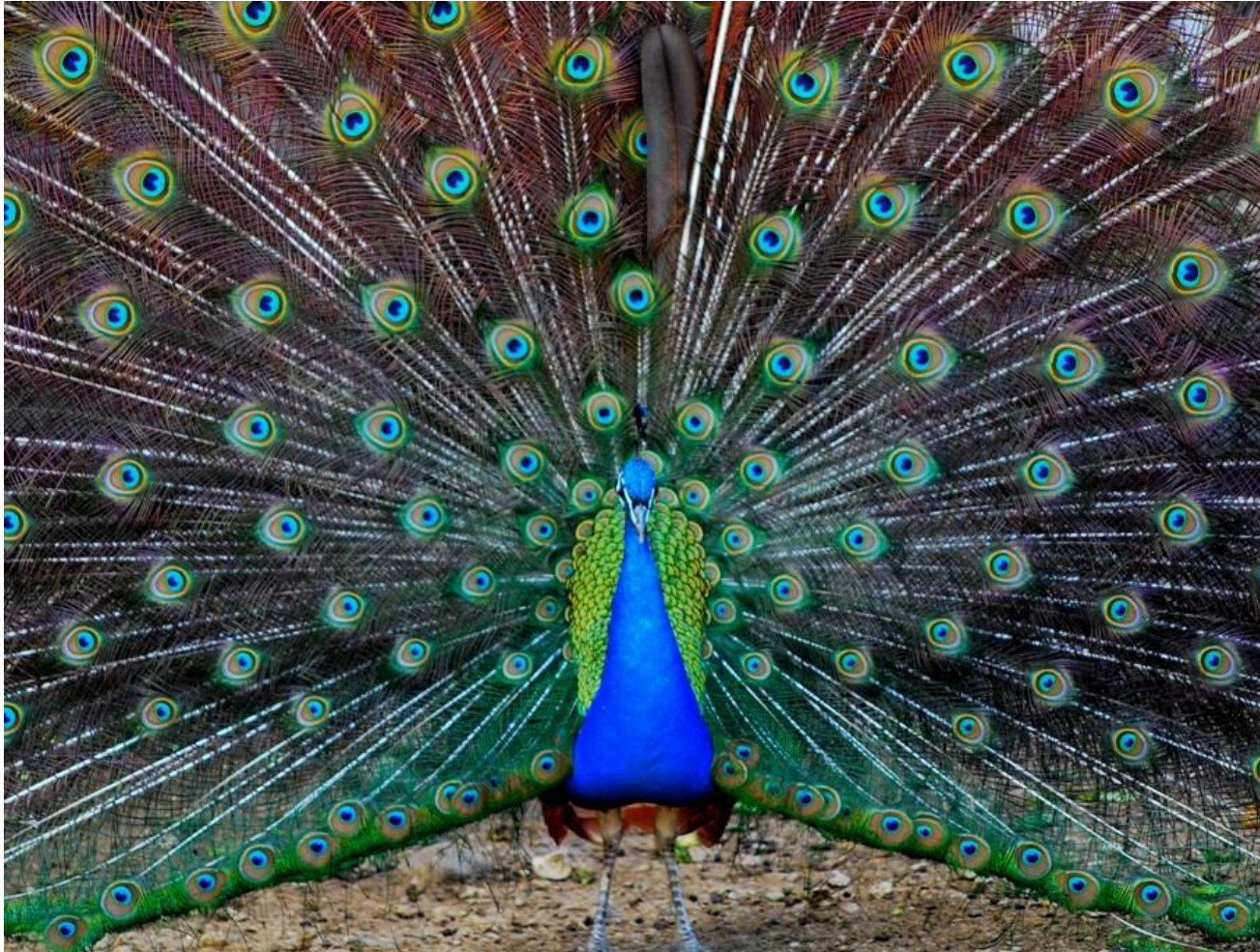
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WO ist Werbung?

(Fast) Überall!

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WARUM Werbung?

Wer nicht wirbt ist nicht da!

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WERKZEUGE der Werbung?

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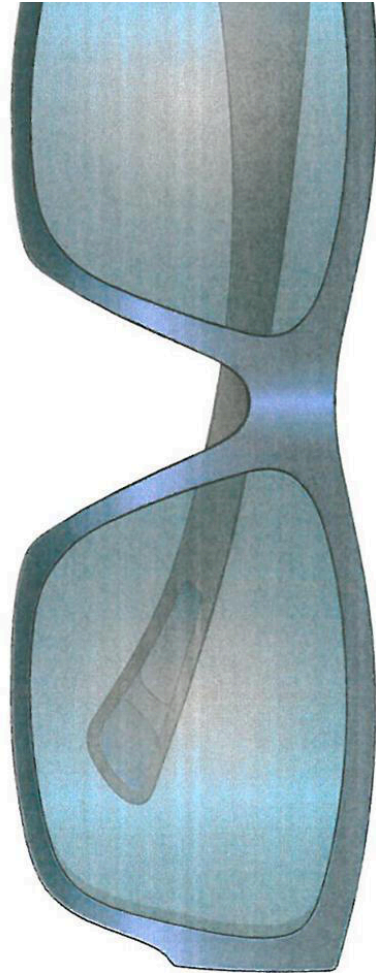
Advertising as a game with desires and needs.

WAS ist **WERBUNG**?

WAS ist **MARKETING**?

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WICHTIG: GEDANKEN zum DESIGN

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FRAGEN betreffend Werbung für das Produkt

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WIE und **WO** zeigen wir unser Produkt?

ATTENTION

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WER soll es kaufen?

INTEREST

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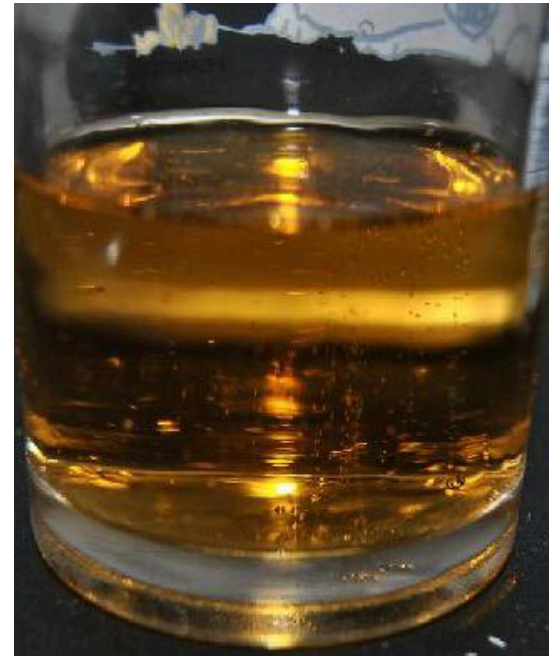
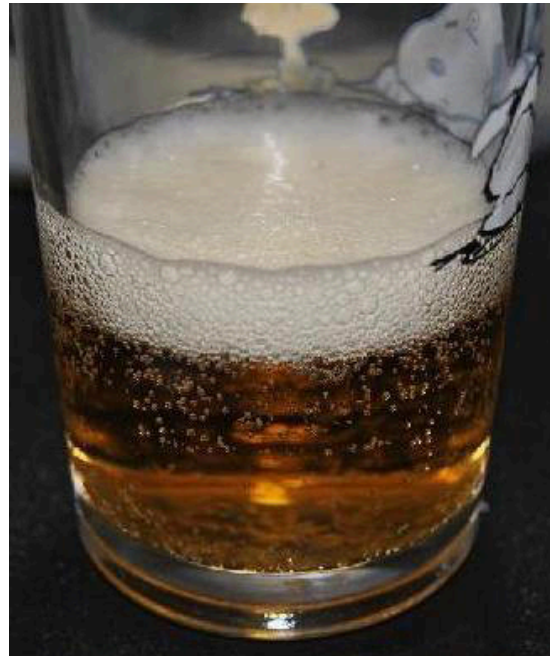
Advertising as a game with desires and needs.

WARUM soll es jemand kaufen?

DESIRE

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WIE bringen wir den Käufer zum **Handeln**/Kaufen?

ACTION

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A I D A

ATTENTION INTEREST DESIRE ACTION

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Niemand braucht unser Produkt wirklich!

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Wir müssen es dem Kunden beibringen,
dass er unser Produkt braucht/haben will.

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BAUSTEINE DER WERBUNG

1. Produkt
2. Form/Farbe/Name
3. Inhalt/Image
4. Medien
5. Zeit/Timing
6. Werbeagentur

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6. WERBEAGENTUR

Wer nichts weiß muss alles glauben!!!

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1. PRODUKT

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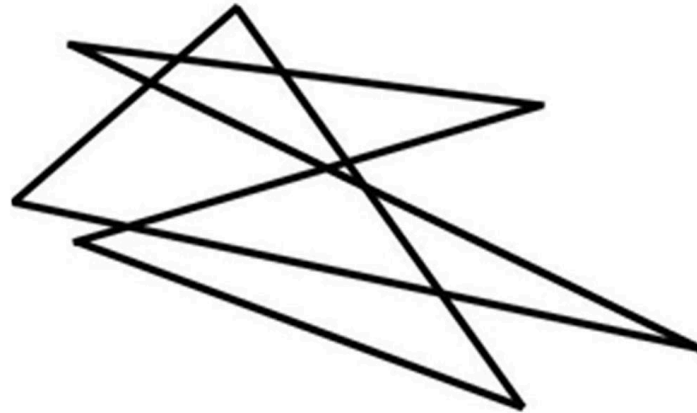
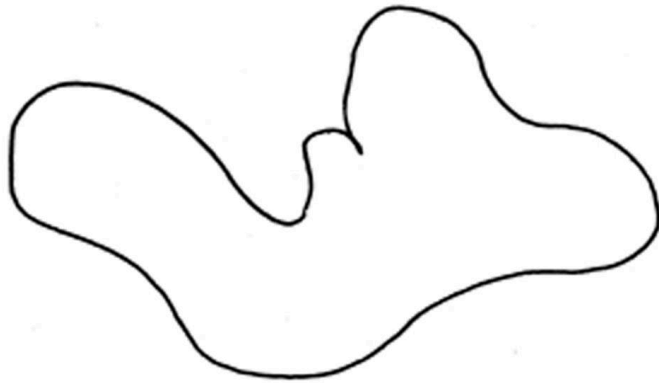
2. FORM/FARBE/NAME



THE ART OF TEMPTATION.

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2. FORM/FARBE/NAME



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2. FORM/FARBE/NAME

GTX

GTX

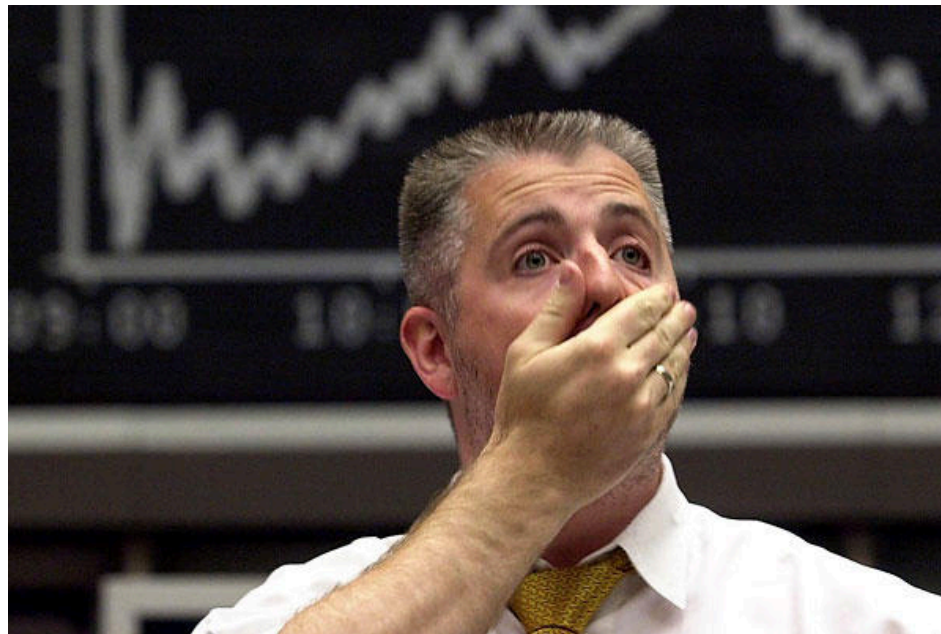
GTX

GTX

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3. INHALT/IMAGE



THE ART OF TEMPTATION.

Advertising as a game with desires and needs.

3. INHALT/IMAGE



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4. MEDIUM

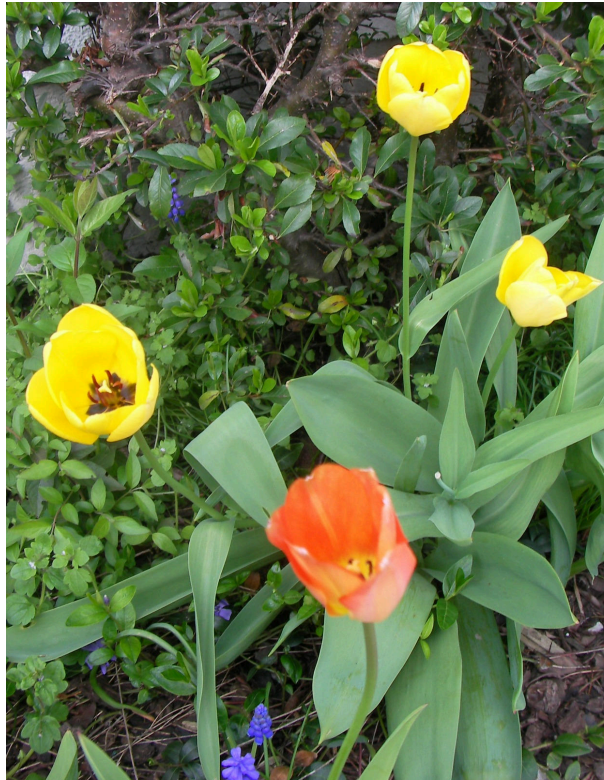
Beide haben die gleiche Qualifikation.
Wer bekommt den Job?



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4. MEDIUM



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Advertising as a game with desires and needs.

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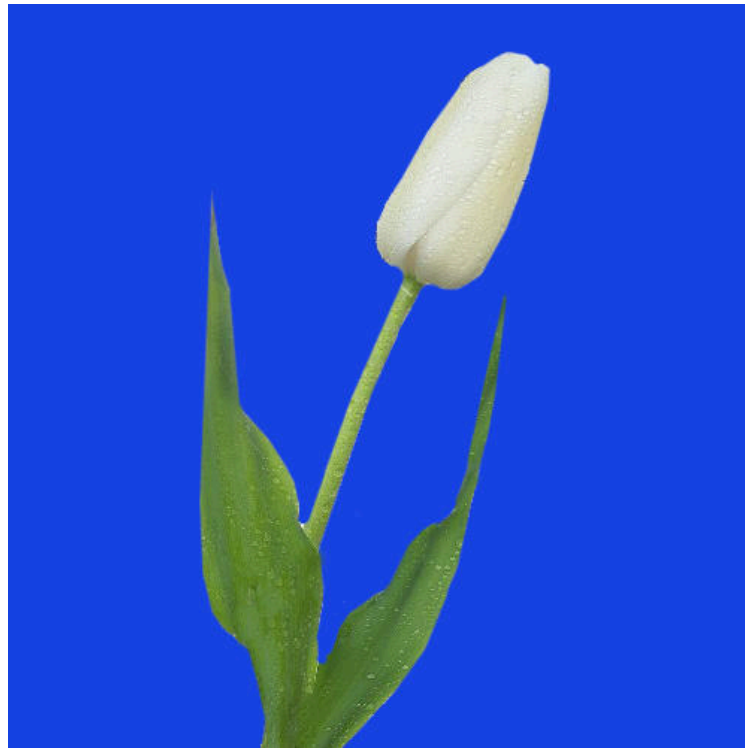
4. MEDIUM



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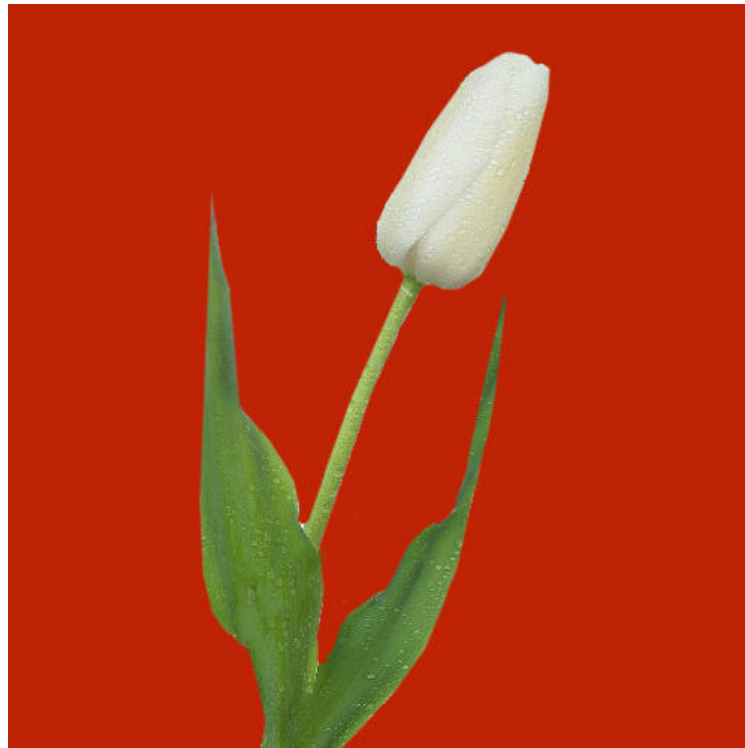
4. MEDIUM



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Advertising as a game with desires and needs.

4. MEDIUM



THE ART OF TEMPTATION.

Advertising as a game with desires and needs.

4. MEDIUM



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Advertising as a game with desires and needs.

5. ZEIT/TIMING

THE ART OF TEMPTATION.

Advertising as a game with desires and needs.

6. WERBEAGENTUR

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WERBEALPHABET

AIDA

CI/CD

USP

MARKE

Point of Sale

Image

THE ART OF TEMPTATION.

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CI/CD

USP

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WERBEALPHABET

AIDA

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USP

MARKE

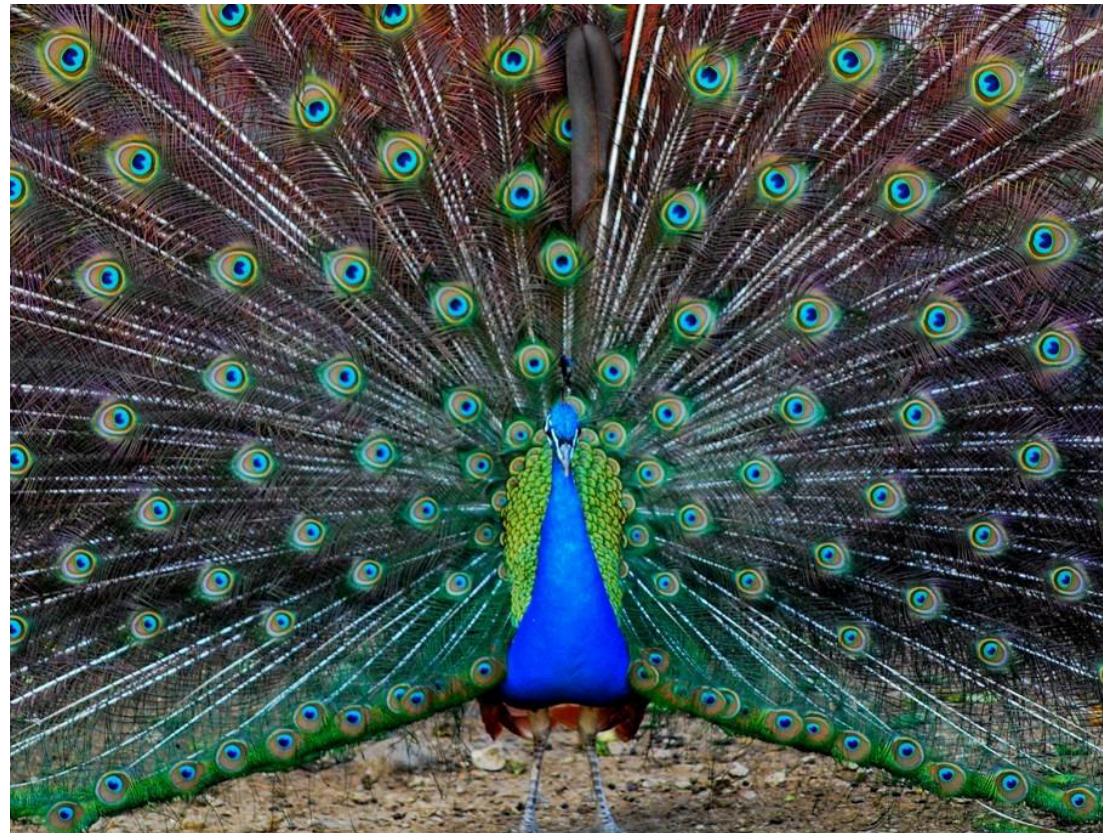
Point of Sale

Image

THE ART OF TEMPTATION.

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WERBUNG ist EMOTION



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WIR WOLLEN

- Etwas Besonderes sein
- Zu einer Gruppe gehören
- In Harmonie leben
- Stark und gesund sein
- Uns wohl fühlen
- Freunde haben

WIR HABEN ANGST VOR

- Krankheit
- Einsamkeit

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IMAGETRANSFER



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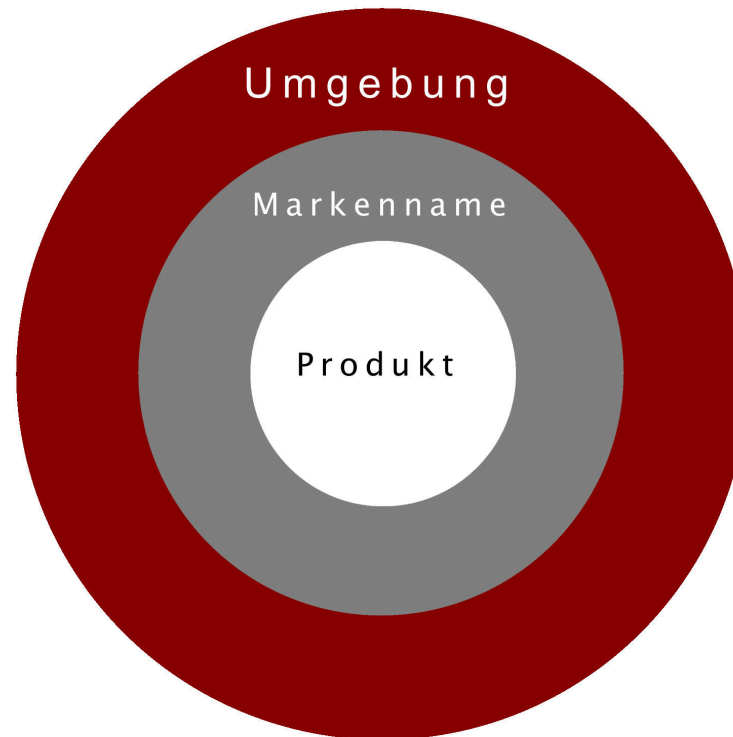
IMAGETRANSFER



THE ART OF TEMPTATION.

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IMAGETRANSFER



THE ART OF TEMPTATION.

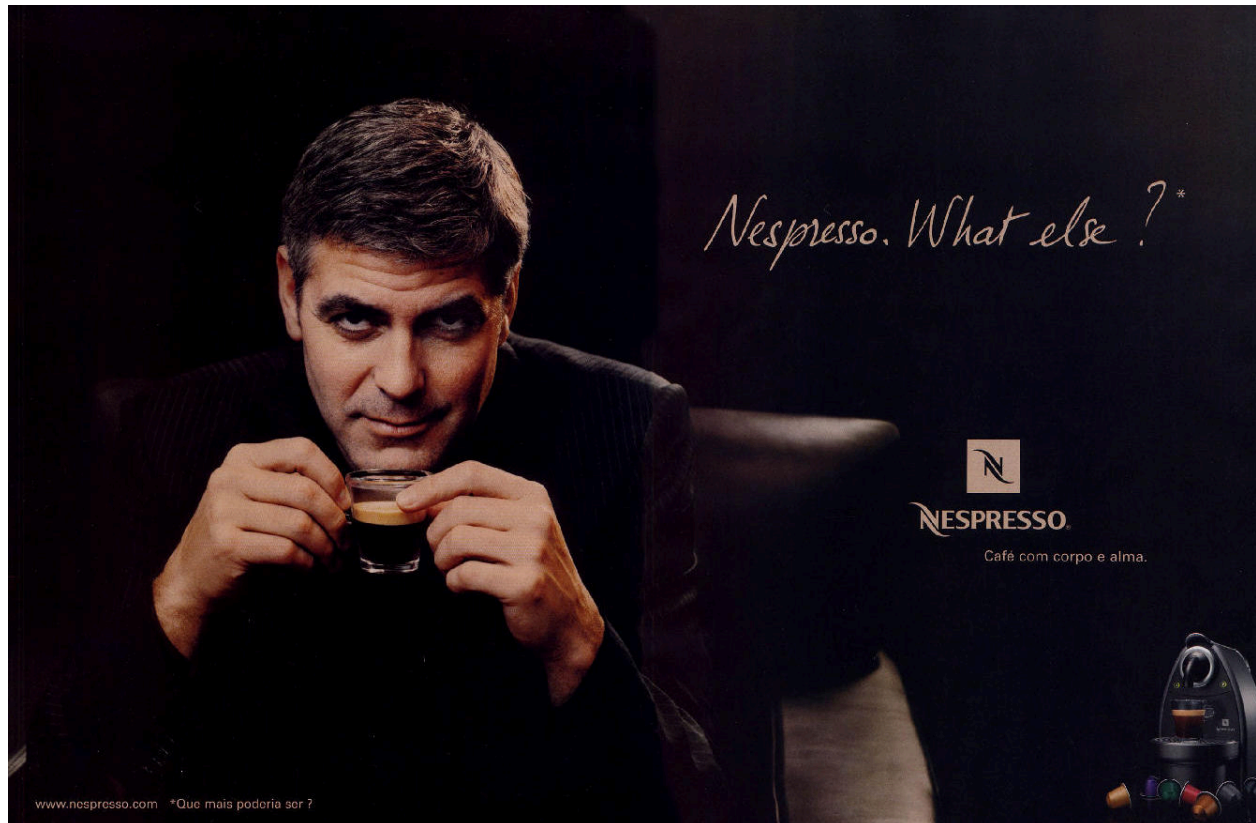
Advertising as a game with desires and needs.

CONSUMER BENEFIT

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TESTIMONIAL



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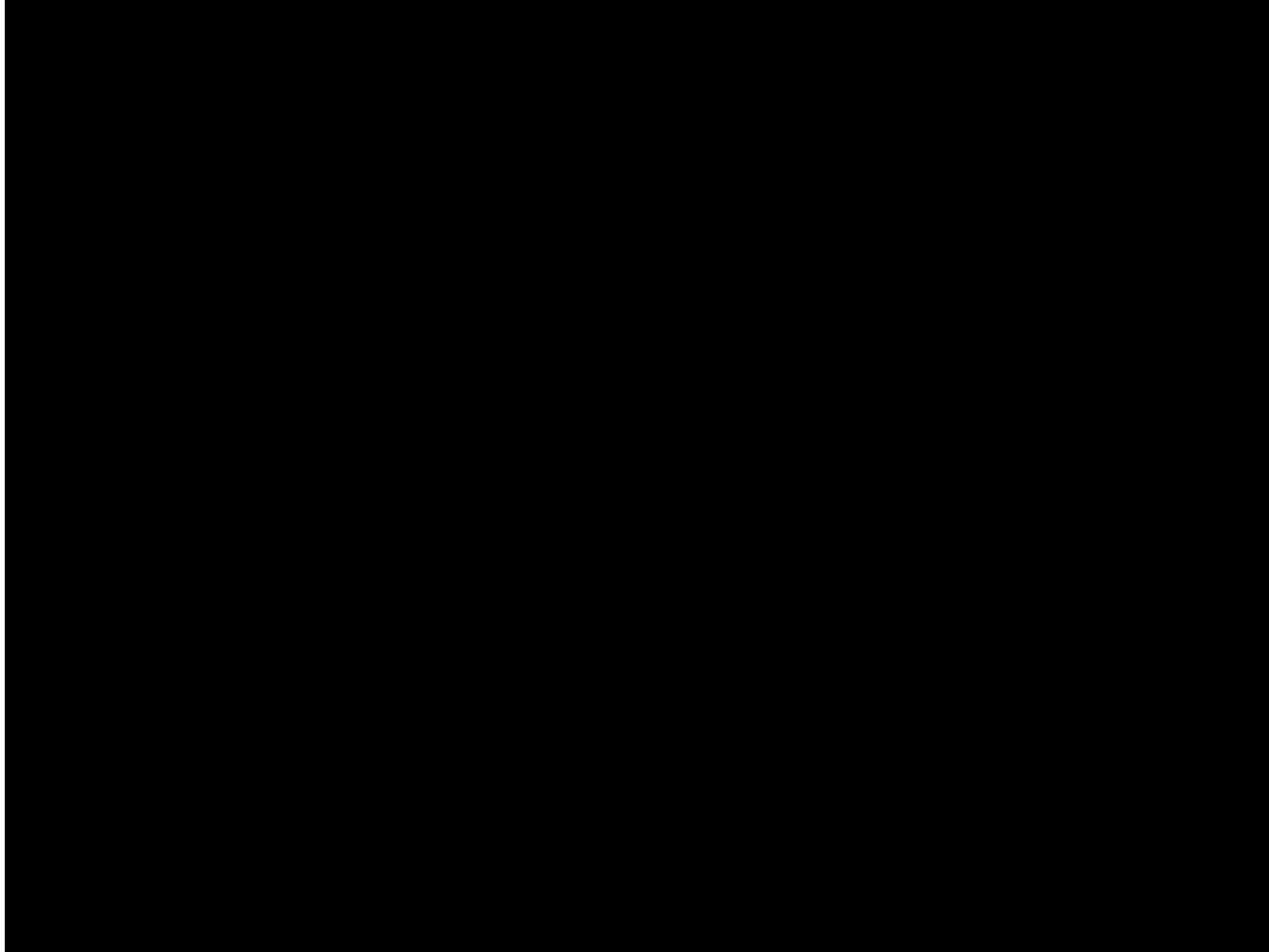
AIDA

ATTRAKTION



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INTERNET/SOCIAL MEDIAS



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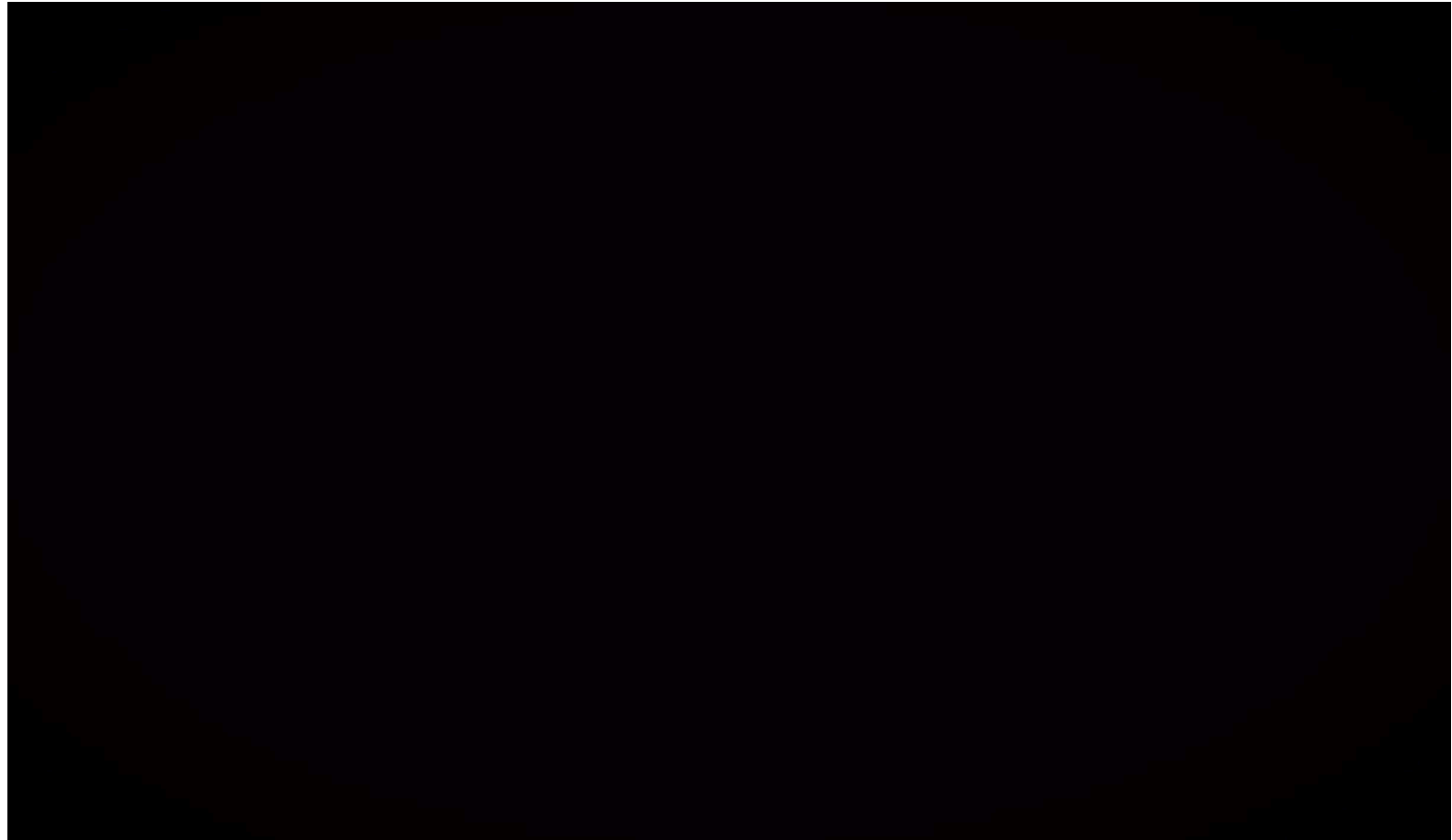
Advertising as a game with desires and needs.

PRÄSENTATIONEN

Events für Multiplikatoren und Medien.

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AIDA

INTERESSE

Die Zielgruppe

Der Wurm muss dem Fisch schmecken
und nicht dem Angler!

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AIDA

INTERESSE

Die Zielgruppe

Der Wurm muss
dem Fisch schmecken
und nicht dem Angler!



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Was sage ich wem in einer Form die er versteht und liebt?

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ZIELGRUPPENGERECHTES DESIGN



THE ART OF TEMPTATION.

Advertising as a game with desires and needs.

ZIELGRUPPENGERECHTES DESIGN



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ZIELGRUPPENGERECHTES DESIGN



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ZIELGRUPPENGERECHTES DESIGN



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DIESE ZWEI GRUPPEN WOLLEN WIR ERREICHEN

- Luxusmarken
- Neue Märkte/Internationalität

FLIRTING WITH ATTENTION.

To attract attention with advertising and to obtain confidence.

WERBETOOLS

FLIRTING WITH ATTENTION.

To attract attention with advertising and to obtain confidence.



FLIRTING WITH ATTENTION.

To attract attention with advertising and to obtain confidence.

MEIN WERBEKONZEPT

1. Ausgangssituation
2. Marktumfeld klären
3. Produkt
4. Stärken/Schwächen
5. Positionierung
6. Zielgruppen definieren
7. Gestaltung
8. Umsetzung
9. Kommunikationswege
10. Auftritt

TO DO THE RIGHT THING.

Planning and implementing targeted advertising efforts for your company.

KOMMUNIKATIONSKONZEPT DESIGNERBRILLE LANGARONE

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1. AUSGANGSSITUATION

Longarone
Herstellungsverfahren
Design
Individualität
Lifestyle
Internationaler Markt

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2. MARKTUMFELD



TO DO THE RIGHT THING.

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2. MARKTUMFELD



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3. PRODUKT

USP

ÜBER MYKITA MYLON

Die erste MYKITA MYLON Kollektion begründet ein neues Produktsegment im Brillenmarkt: Luxury Sportsfashion. Brillen, die die Grenzen zwischen Mode und Sport neu definieren. Alle MYLON Modelle zeichnen sich durch extreme Stabilität, geringes Gewicht und hohe Belastbarkeit aus. Es handelt sich dabei um einen patentierten, auf Polyamid basierenden Werkstoff, der individuell an den Träger angepasst werden kann.

Ausgangsbasis für die Herstellung der MYLON Brillen ist ein Verfahren, das Ende der neunziger Jahre die Designgeschichte zu revolutionieren scheint: Das Selektive Laser-Sintern (SLS) ermöglicht die unmittelbare Herstellung von dreidimensionalen Gegenständen. Schicht für Schicht werden dabei mit einem Laser Objekte aus Polyamidpulver aufgebaut, die zuvor als Daten im Sinterprozess eingelesen werden. Heute wird SLS hauptsächlich im Prototypenbau eingesetzt – kaum ein gesintertes Produkt hat bislang Einzug in unseren Alltag erhalten. 2007 beginnt MYKITA mit dem Polyamidmaterial zu experimentieren. Ziel ist es, den Werkstoff erstmals für die Herstellung von Brillen zu verwenden und tragbar zu machen. In mehrjähriger Forschung entsteht dabei ein komplexes Verfahren, dass die Oberfläche des Materials in sechs Schritten veredelt und die Brillen in ihrer optischen und haptischen Wahrnehmung einzigartig macht. MYKITA hat dieses Material MYLON getauft und wurde für den Entwicklungsprozess mit dem iF Material Award 2011 ausgezeichnet.



TO DO THE RIGHT THING.

Planning and implementing targeted advertising efforts for your company.

4. STÄRKEN/SCHWÄCHEN

Stärken

- + Individuelle Anpassung an den Träger
- + Außergewöhnliches Design
- + „Spannende“ Backgroundinfo (3-D-Druck kennt noch kaum jemand)
- + Hohe Materialqualität und hochwertige Verarbeitung
- + Besonders leicht und dennoch widerstandsfähig
- + Ideal für den Sport oder den sportlichen Look

Schwächen

- Unbekannte Marke
- Starker Wettbewerb
- Modetrends wechseln häufig

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5. POSITIONIERUNG

TO DO THE RIGHT THING.

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6. ZIELGRUPPEN



TO DO THE RIGHT THING.

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7. IDEE/KREATIVER ANSATZ

Emotion



TO DO THE RIGHT THING.

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7. IDEE/KREATIVER ANSATZ

Knapp halten



TO DO THE RIGHT THING.

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8. UMSETZUNG

- MARKENNAME • WYNN
- DON
 - DUELLE
 - REVE/RIVE
 - FIZZ

TO DO THE RIGHT THING.

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8. UMSETZUNG

MARKENNAME **DON** – ist der ausgewählte Name

TO DO THE RIGHT THING.

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8. UMSETZUNG

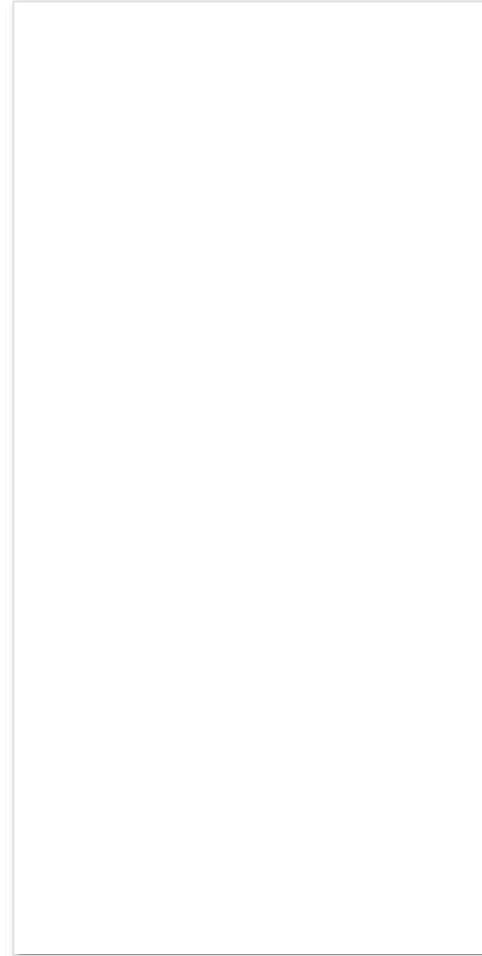
PRODUKTNAME **KITE** – Produktname für „Sportbrille“

TO DO THE RIGHT THING.

Planning and implementing targeted advertising efforts for your company.

8. UMSETZUNG

LOGO
WORT-BILD-MARKE
CI-CD

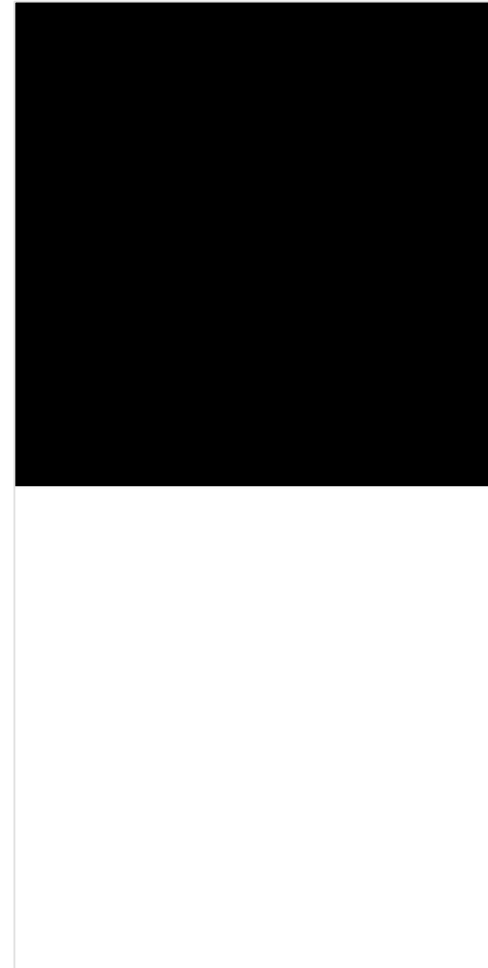


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WORT-BILD-MARKE
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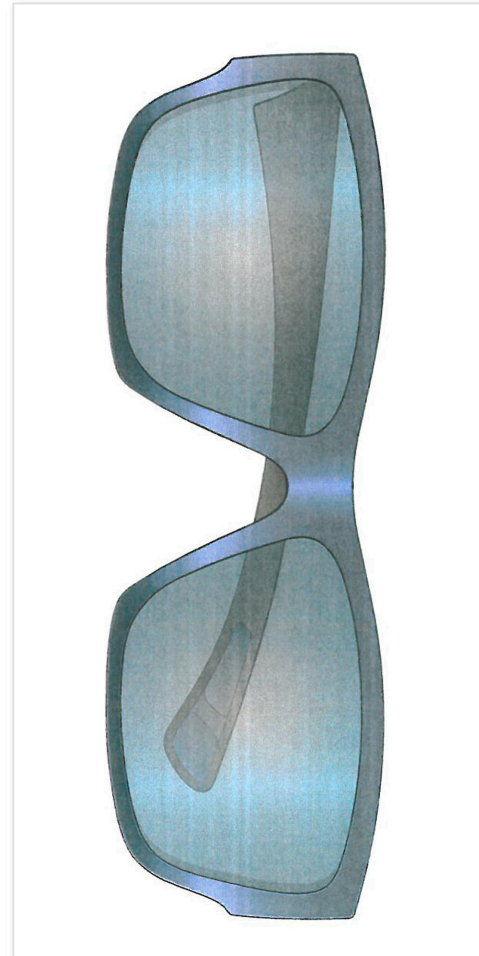


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8. UMSETZUNG

LOGO
WORT-BILD-MARKE
CI-CD



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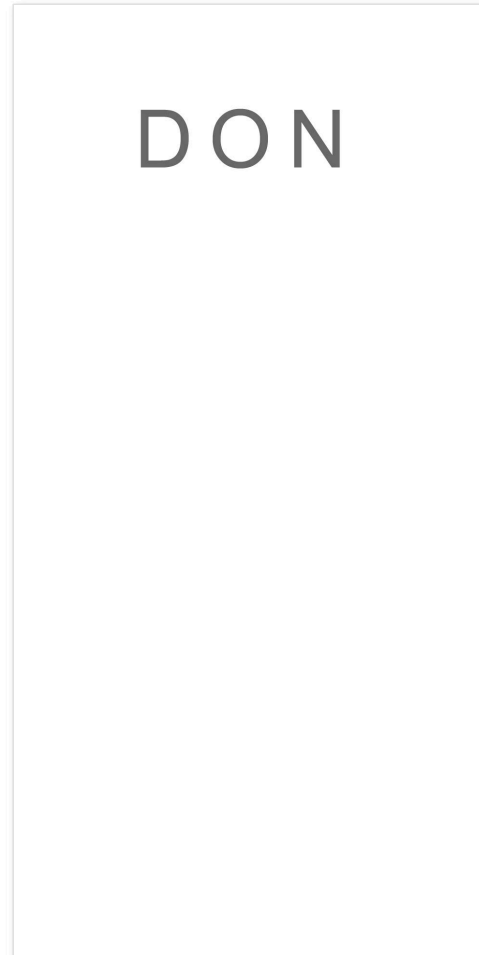


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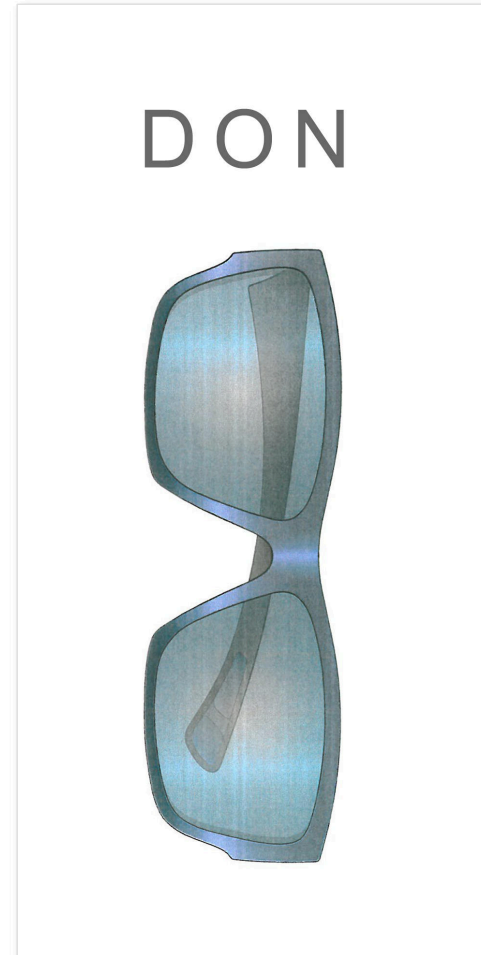


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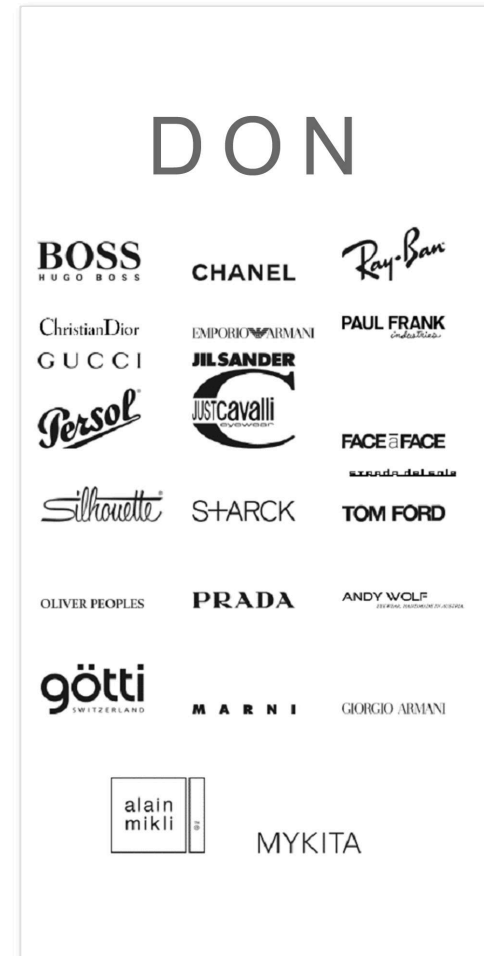


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WORT-BILD-MARKE
CI-CD

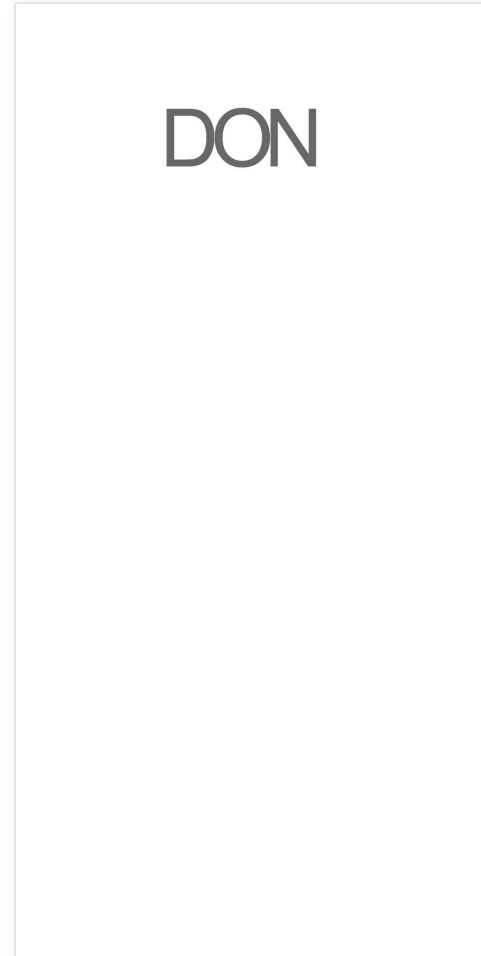


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LOGO
WORT-BILD-MARKE
CI-CD



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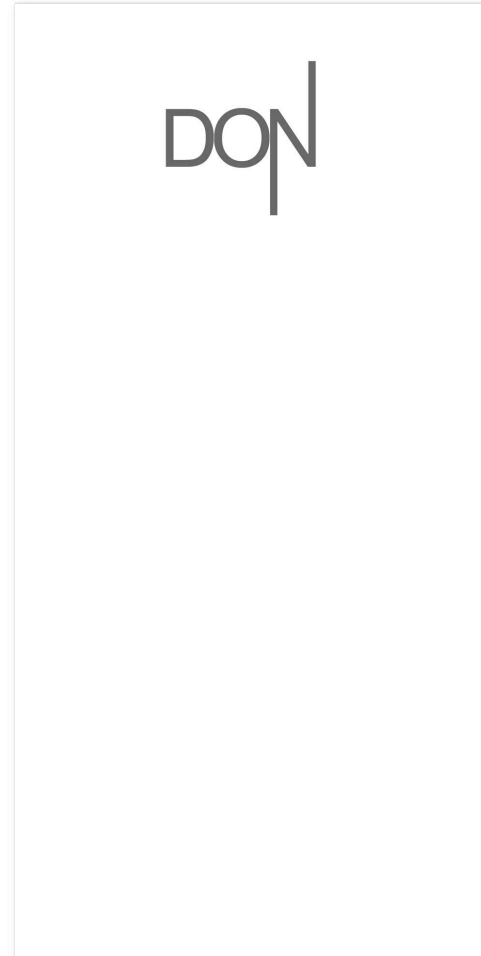


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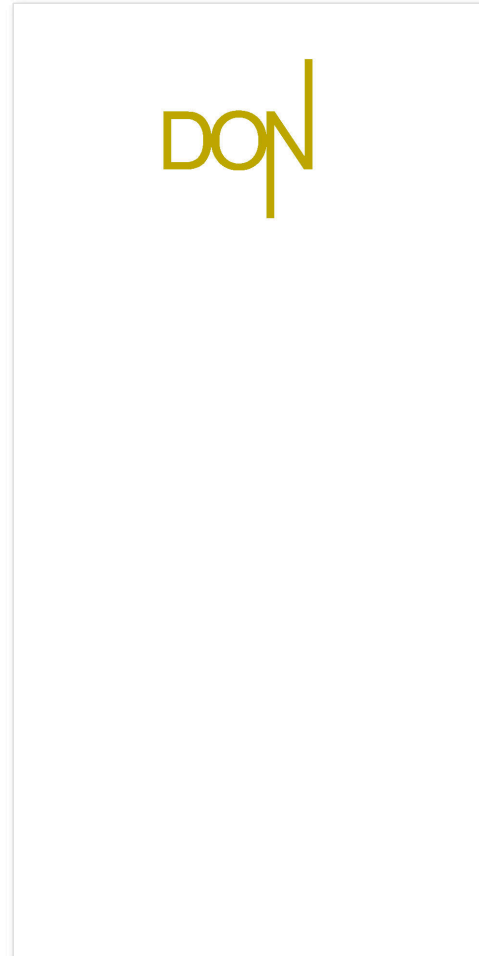


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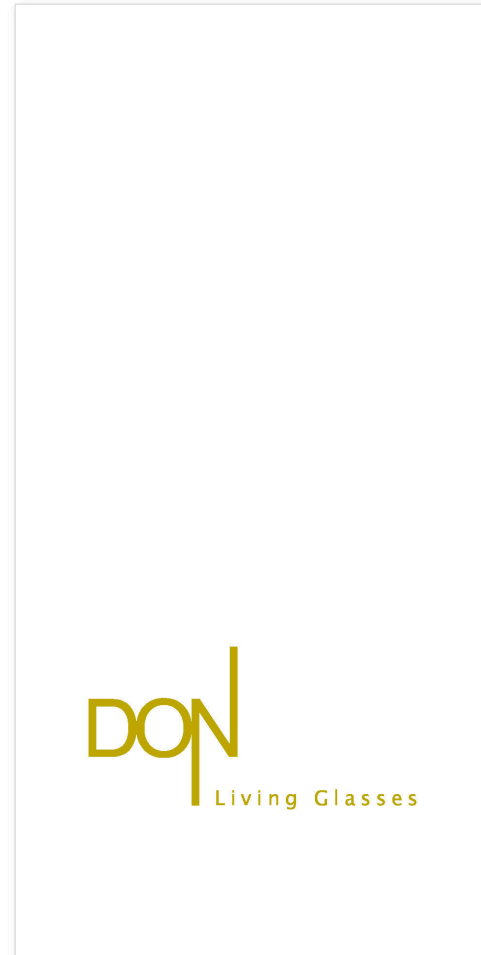


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LOGO
WORT-BILD-MARKE
CI-CD



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CI-CD



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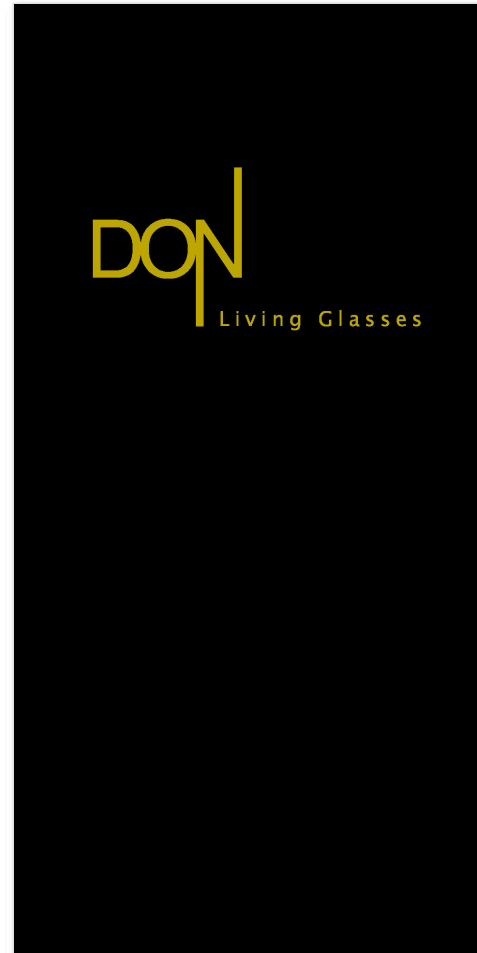


TO DO THE RIGHT THING.

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8. UMSETZUNG

LOGO
WORT-BILD-MARKE
CI-CD



TO DO THE RIGHT THING.

Planning and implementing targeted advertising efforts for your company.

8. UMSETZUNG

SLOGAN

DON
LIVING GLASSES



TO DO THE RIGHT THING.

Planning and implementing targeted advertising efforts for your company.

8. UMSETZUNG

FOTOS VON PRODUKTEN



TO DO THE RIGHT THING.

Planning and implementing targeted advertising efforts for your company.

8. UMSETZUNG

FOTOS VON PRODUKTEN



TO DO THE RIGHT THING.

Planning and implementing targeted advertising efforts for your company.

8. UMSETZUNG

TEXTE

TO DO THE RIGHT THING.

Planning and implementing targeted advertising efforts for your company.

9. KOMMUNIKATIONSWEGE

TOOLS

Folder



TO DO THE RIGHT THING.

Planning and implementing targeted advertising efforts for your company.

9. KOMMUNIKATIONSWEGE

TOOLS

Inserat



TO DO THE RIGHT THING.

Planning and implementing targeted advertising efforts for your company.

9. KOMMUNIKATIONSWEGE

TOOLS

Plakat



TO DO THE RIGHT THING.

Planning and implementing targeted advertising efforts for your company.

9. KOMMUNIKATIONSWEGE

TOOLS

Inserat



KITE

Das ist nur ein Blindtext, der nur einen Blintext darstellt.
Das ist ein Text.
Es ist jedoch ein Blindtext und kein Text. Ein Bilintext, der ein Text ist. der Text ist ein Bildtext.
Der Text jedoch ist ein Blindtext und kein Text.

TO DO THE RIGHT THING.

Planning and implementing targeted advertising efforts for your company.

10. INTERNET

WEBSITE

