

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

THE ART OF TEMPTATION.

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WAS ist Werbung?

Alles!
(Fast) Alles!

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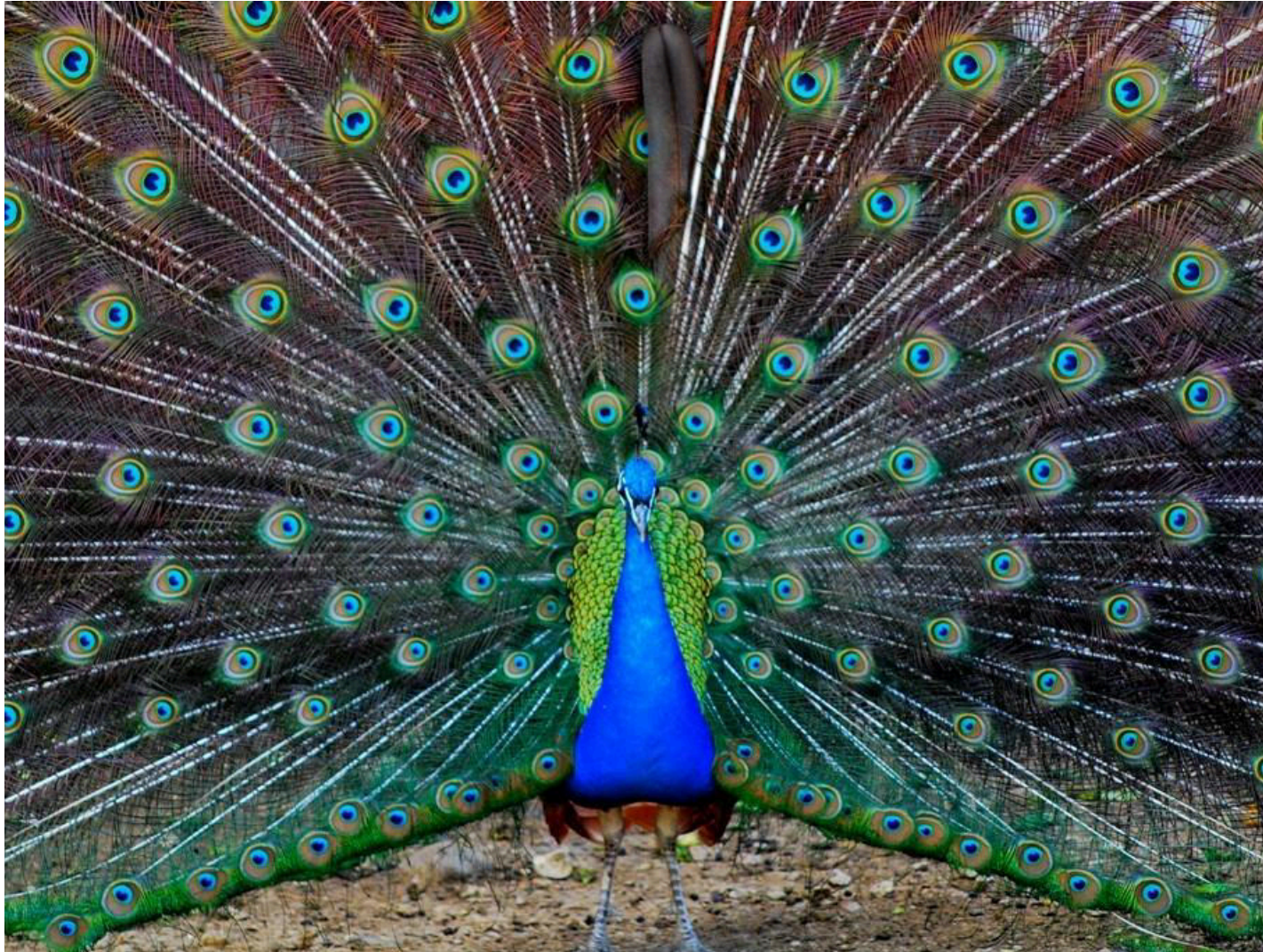
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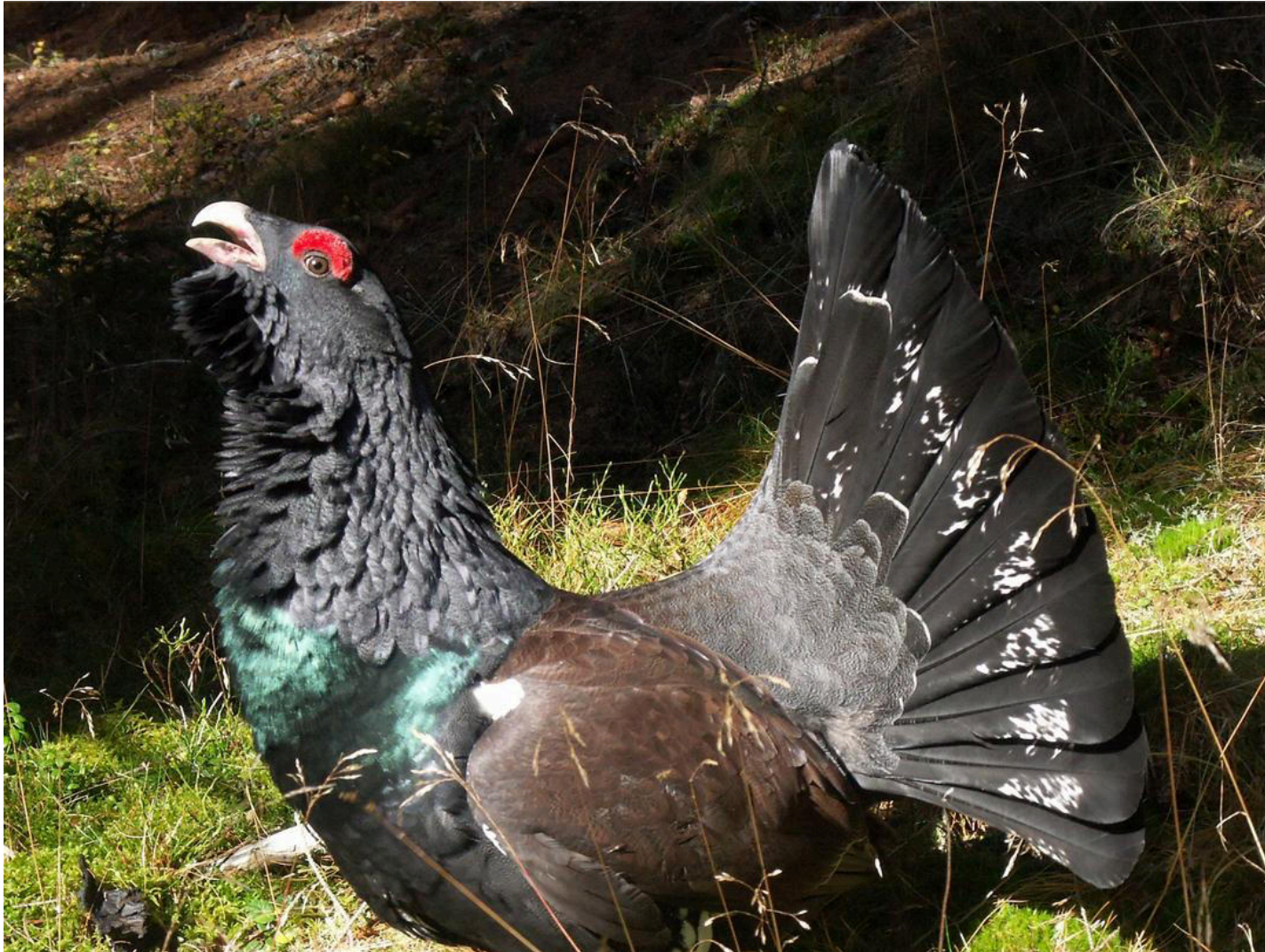
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WO ist Werbung?

(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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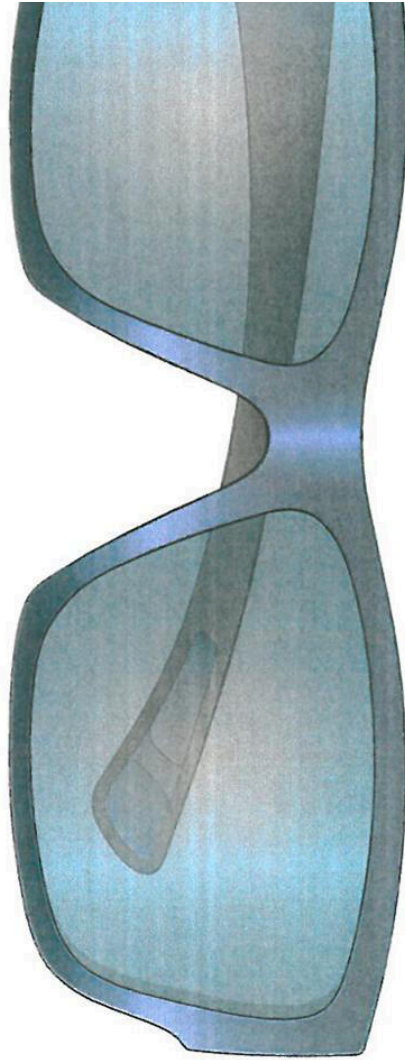
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WAS ist **WERBUNG**?

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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THE ART OF TEMPTATION.

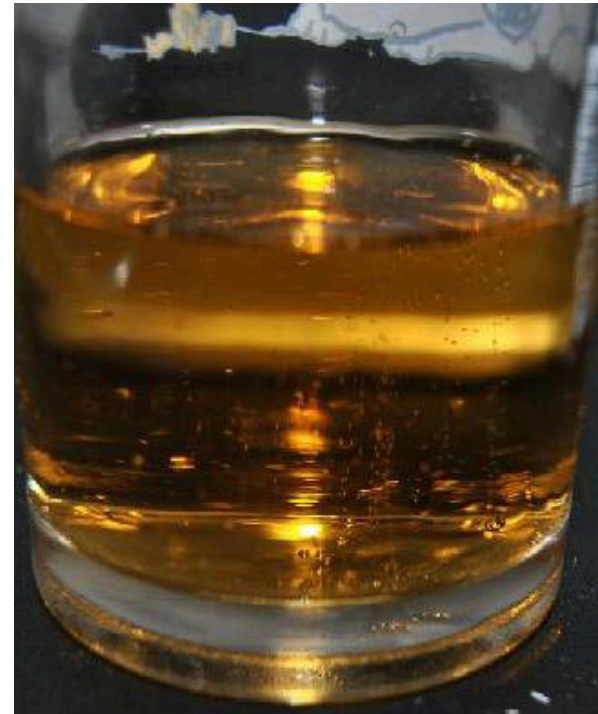
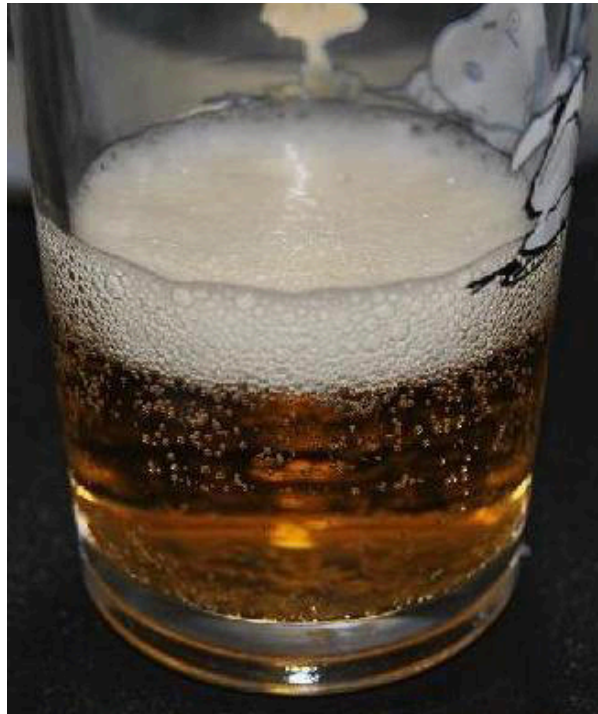
Advertising as a game with desires and needs.

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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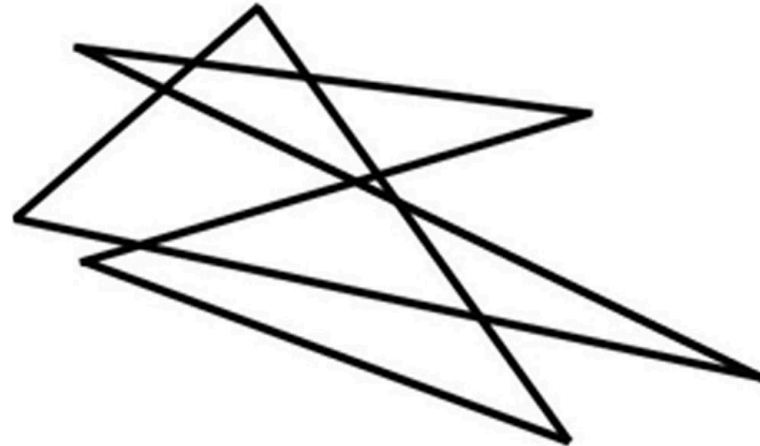
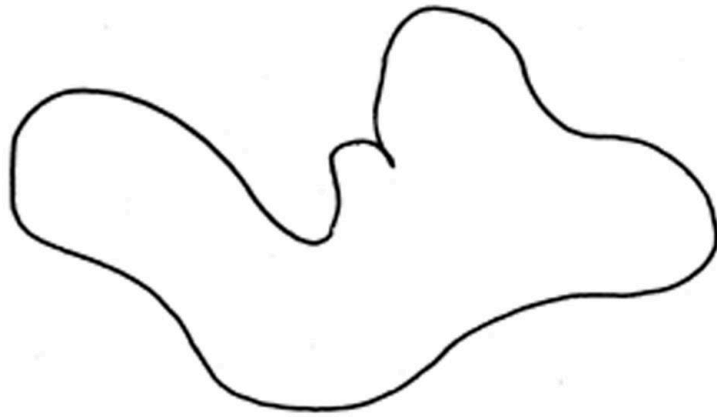
2. FORM/FARBE/NAME



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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

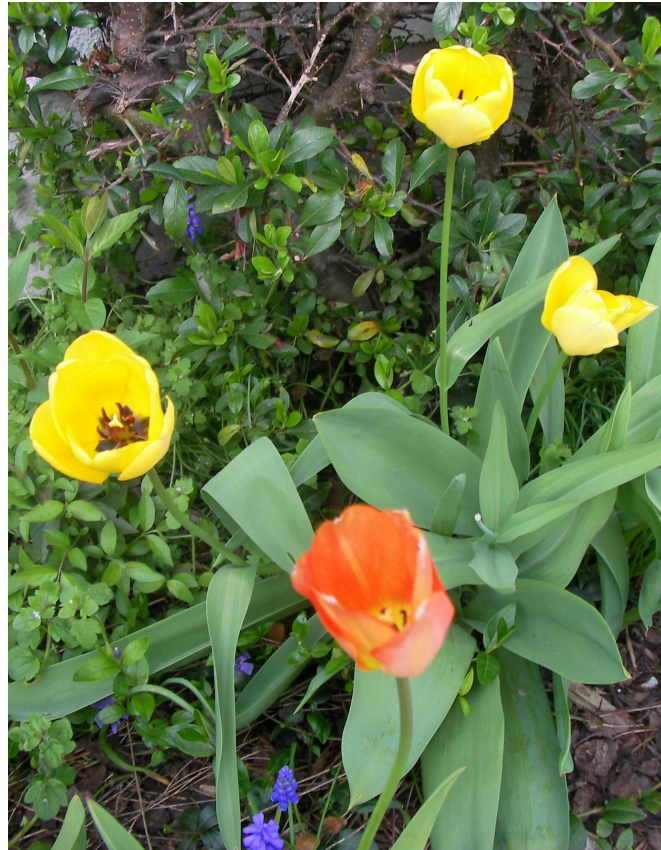
Beide haben die gleiche Qualifikation.
Wer bekommt den Job?



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4. MEDIUM



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THE ART OF TEMPTATION.

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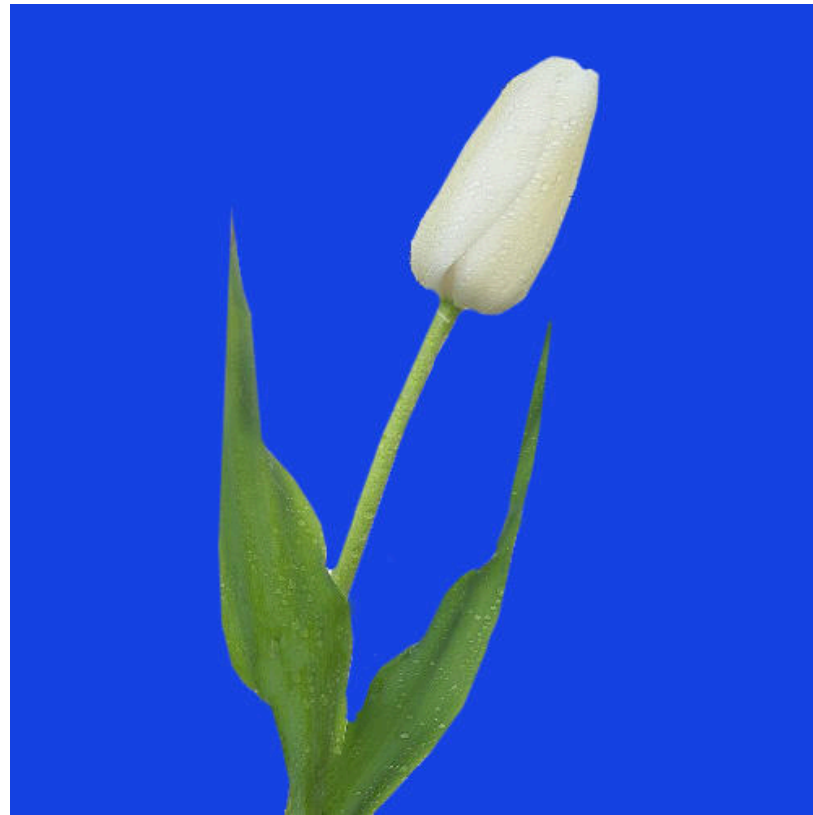
4. MEDIUM



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Advertising as a game with desires and needs.

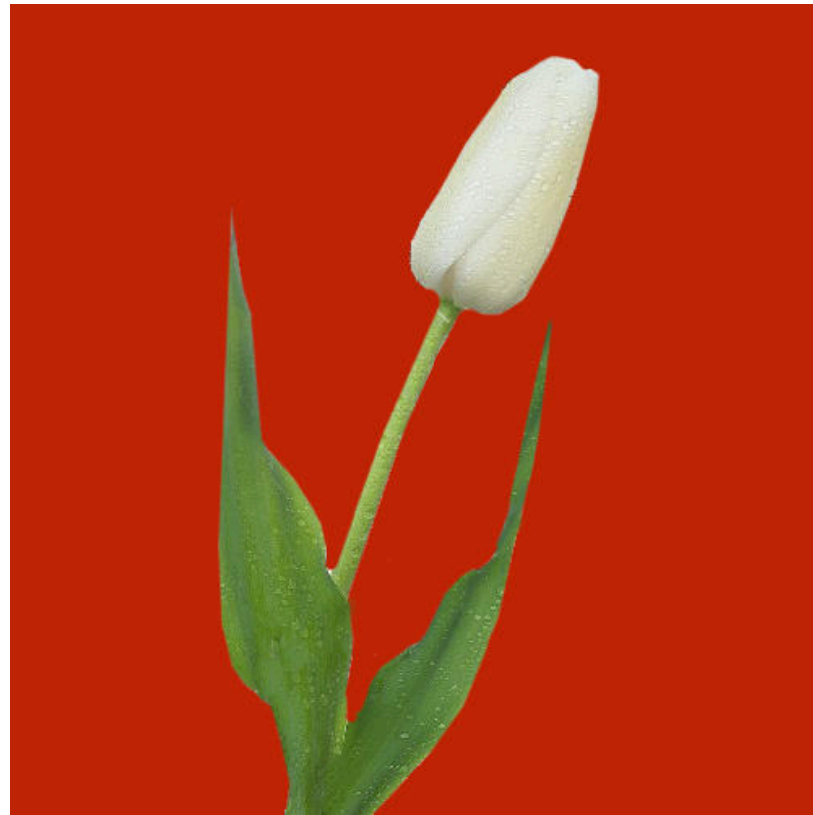
4. MEDIUM



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THE ART OF TEMPTATION.

Advertising as a game with desires and needs.

4. MEDIUM



THE ART OF TEMPTATION.

Advertising as a game with desires and needs.

4. MEDIUM



THE ART OF TEMPTATION.

Advertising as a game with desires and needs.

5. ZEIT/TIMING

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6. WERBEAGENTUR

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WERBEALPHABET

AIDA

CI/CD

USP

MARKE

Point of Sale

Image

THE ART OF TEMPTATION.

Advertising as a game with desires and needs.

WERBEALPHABET

AIDA

CI/CD

USP

MARKE

Point of Sale

Image

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AIDA

CI/CD

USP

MARKE

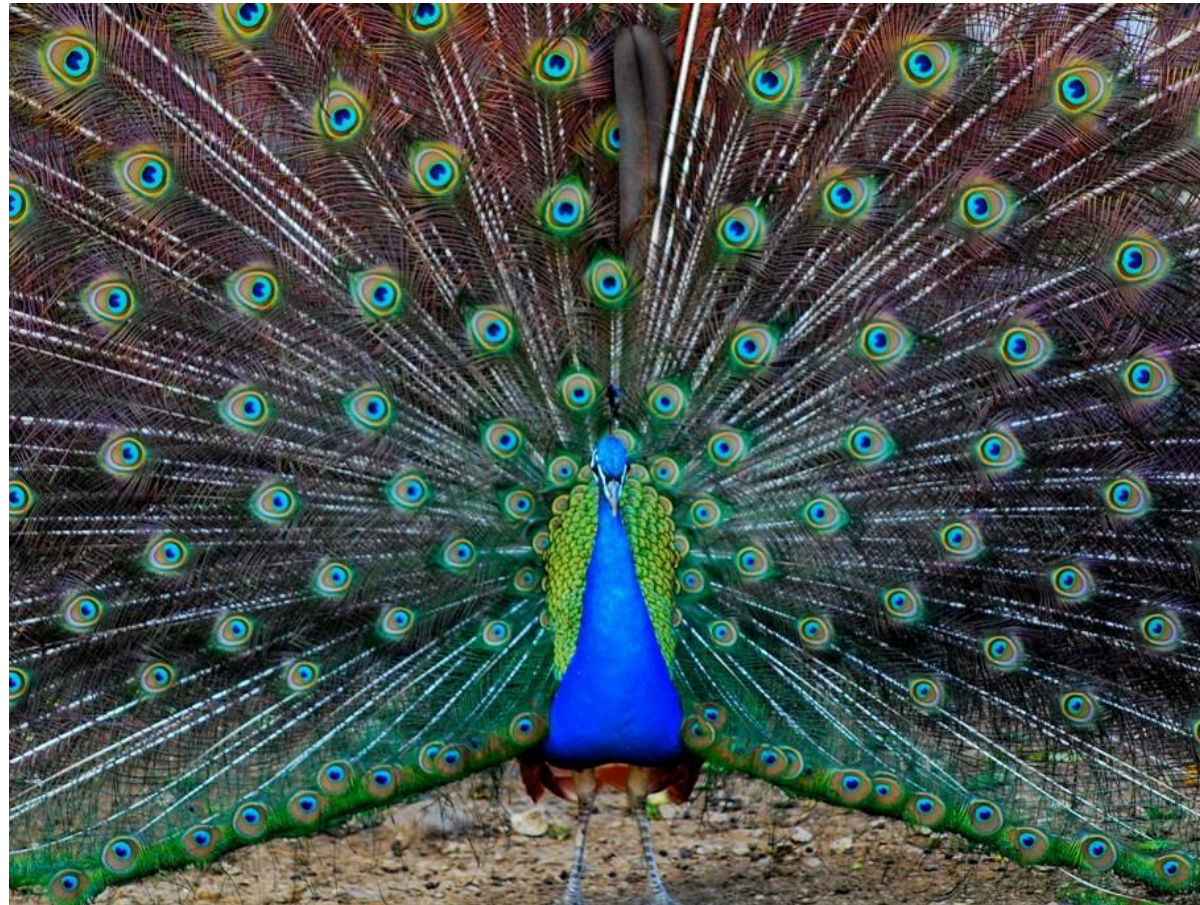
Point of Sale

Image

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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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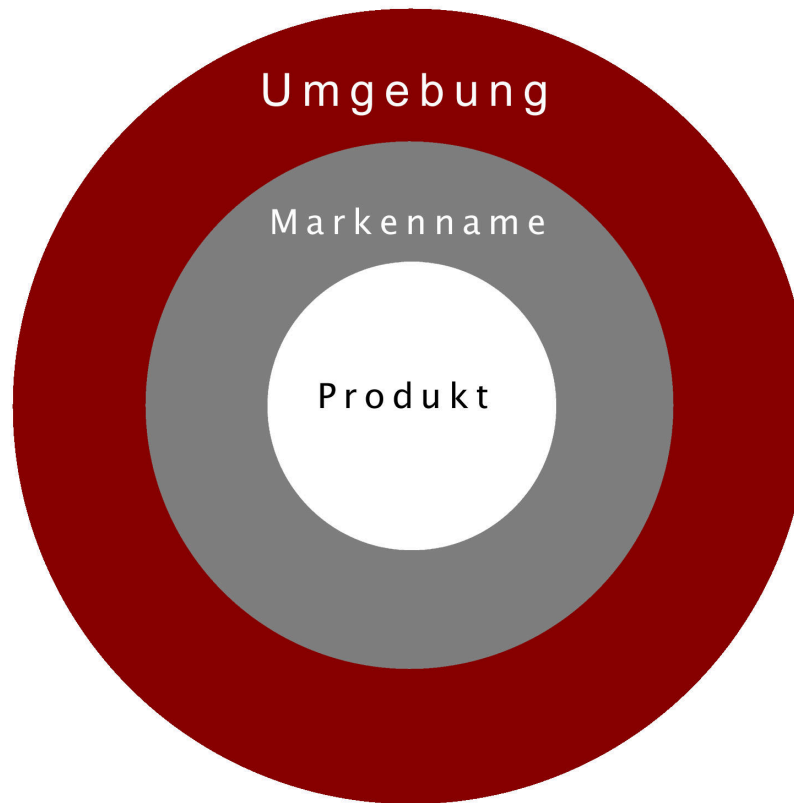
IMAGETRANSFER



THE ART OF TEMPTATION.

Advertising as a game with desires and needs.

IMAGETRANSFER



THE ART OF TEMPTATION.

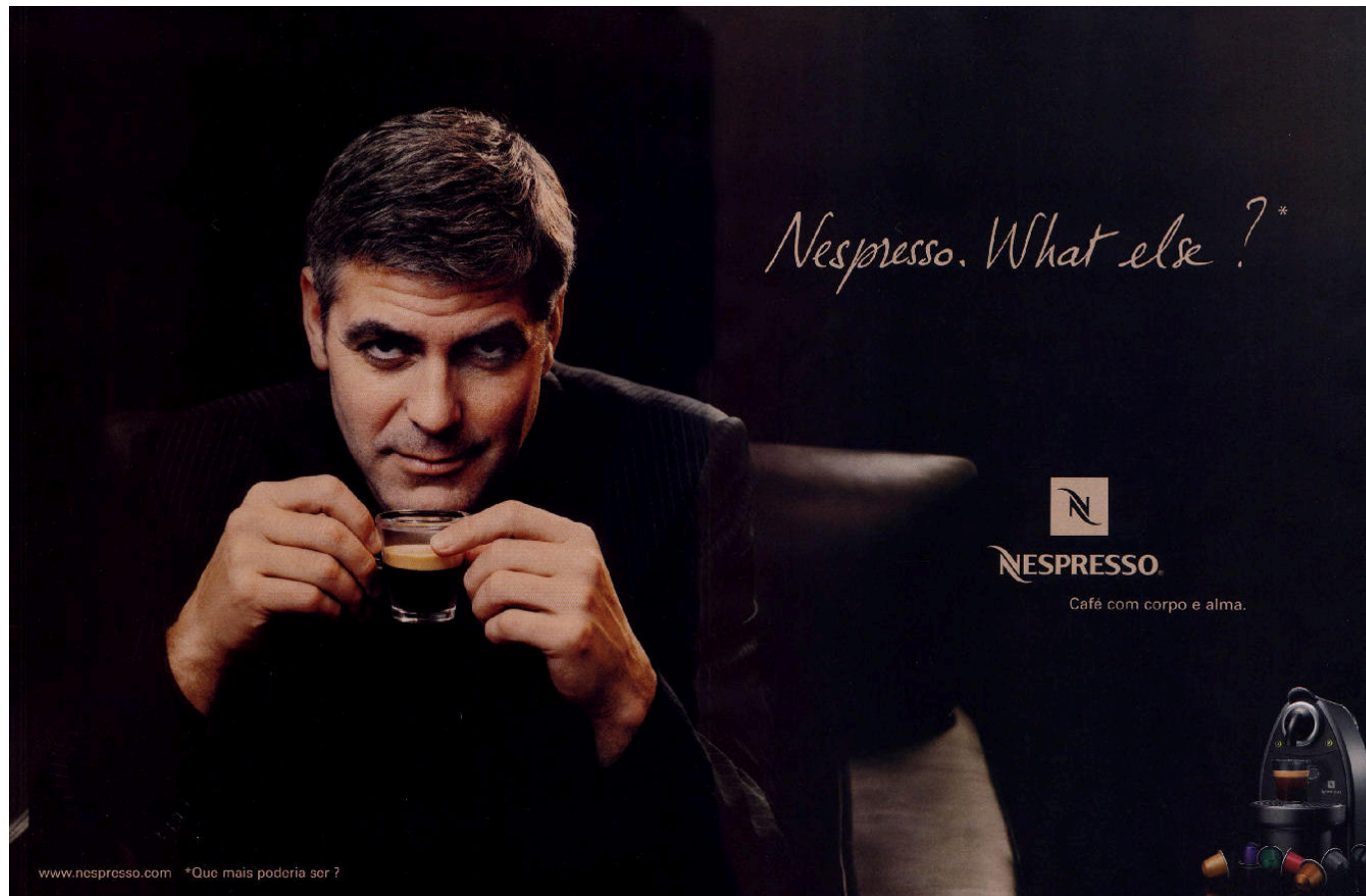
Advertising as a game with desires and needs.

CONSUMER BENEFIT

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TESTIMONIAL



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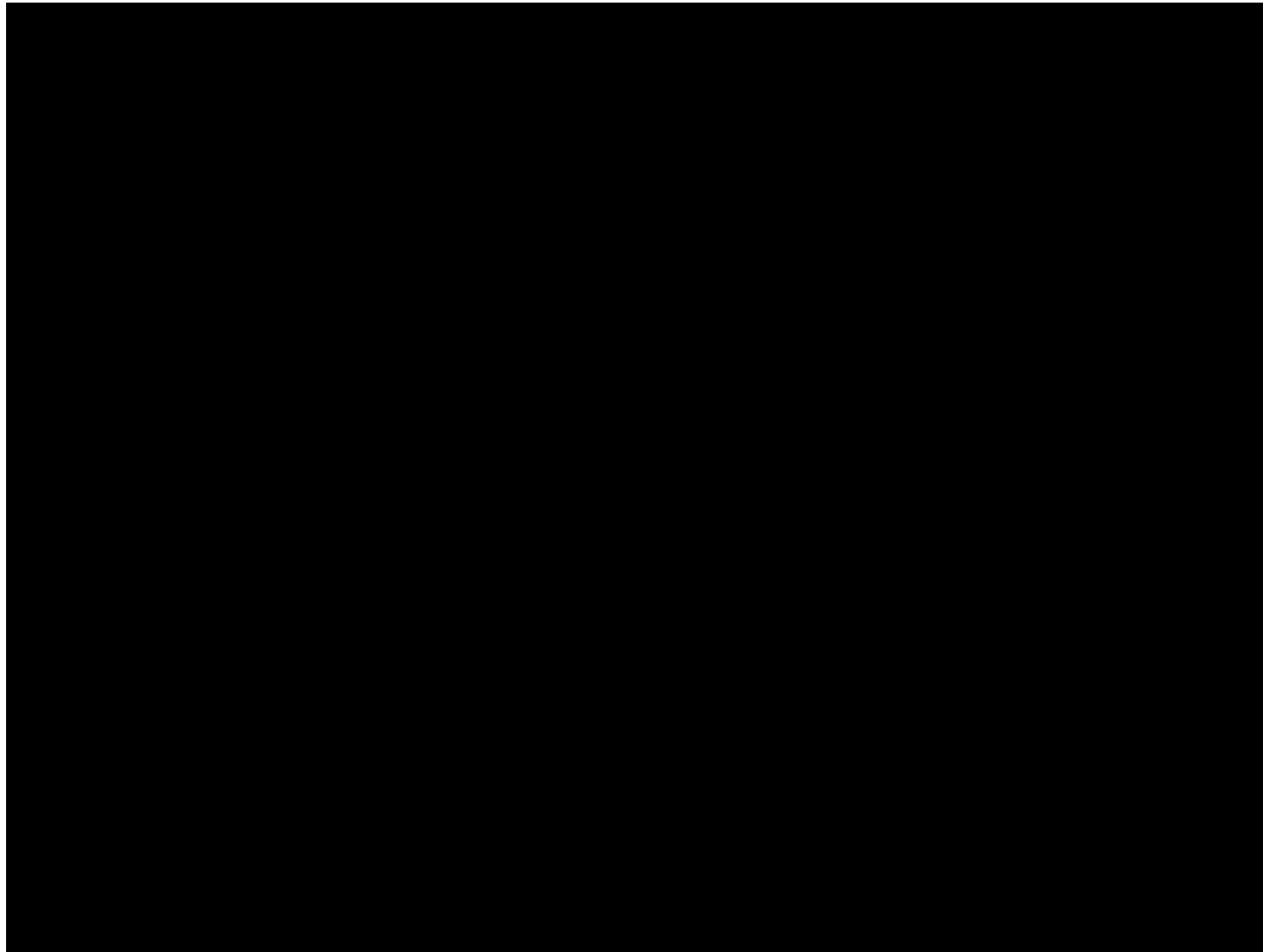
AIDA

ATTRAKTION



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INTERNET/SOCIAL MEDIAS



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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



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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 DESIGNERMESSER **MANIAGO**

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1. AUSGANGSSITUATION

Maniago

Tradition

Bekanntheitsgrad: Italien – International

Design/Kochen/Italienische Küche

Lifestyle

Internationaler Markt

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2. MARKTUMFELD



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www.designer.com

kreativKraft

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2. MARKTUMFELD



VIEWON
SPRING/SUMMER 2012

APE
GIULIO IACCHETTI

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2. MARKTUMFELD



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2. MARKTUMFELD

Mitbewerber
Solingen



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2. MARKTUMFELD

Mitbewerber
Laguiole



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2. MARKTUMFELD

Mitbewerber
Japanische Messer



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2. MARKTUMFELD



Marktauftritt Konkurrenz

The screenshot shows the website for Roedter Messer. The browser tabs include 'Scharfe Kochmesser Rasiermesser Scheren aus Solingen', 'Internet Banking - Payments', 'B&C catalogue - Unisex - T-shi...', 'Prada Designer - Sonnenbrillen...', 'Prada Designer Sunglasses 201...', 'MYKITA - MYKITA MYLON ABOUT', and 'Scharfe Kochmesser Rasiermes...'. The address bar shows 'www.roedter-messer.de'. The page content includes:

Roedter Messer . Qualität aus Tradition .
Ein Familienunternehmen gegründet 1909
Fachgeschäft - Schleiferei - Versand weltweit
Bestellen Sie direkt im Solinger Fachgeschäft .
Wir orientieren uns an echten Werten
und authentischen Produkten

Messer Rödter - Hofs schärfster Laden - scharferLaden.de - Inh. Susann Frécôt E.K. - Altstadt Passage 14 . D-95028 Hof . Handelsregister HRA1871 . Tel.0049 (0)9281 - 84526 . Fax 0049 (0)9281 - 87762 . Impressum - Messer Shop - KONTAKT
Schnelle Angebote , Beratung und Fragen bitte per email bringen die schnellsten Antworten kontakt@scharferladen.de

RUND UM DIE RASUR | **KOCHMESSER SHOP** | **SCHEREN** | **NAGELETUI** | **MESSER** | **SHOP**

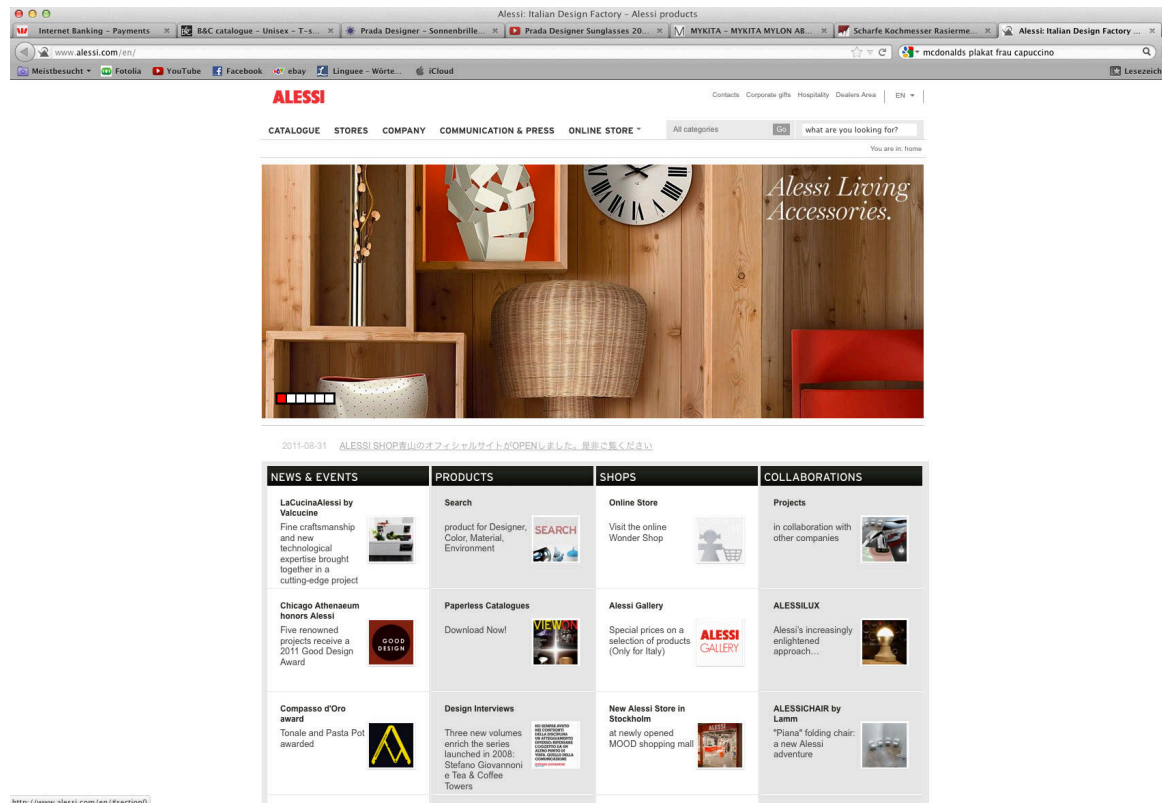
 <p>DIREKT ZU FORGE DE LAGUIOLE MESSER SHOP</p>	<p>Forge de Laguiole - Laguiole Besteck STEAKBESTECK Forge de Laguiole Luxe Messer - Forge de Laguiole Damast</p> <p>OPINEL Messer - Laguiole en aubrac Messer - Laguiole en aubrac im Shop Laguiole Messer Fontenille Pataud Messer - Gilles Fontenille Laguiole im Shop - Capucin Messer - Le Thiers Messer - Narbon Taschenmesser - Douk Douk Laguiole Virgilio Muñoz und Rambaud - Loquet Messer - Moncin Messer - Diverse Thiers Messer</p>
 <p>scharferLaden.de Merkur 23 C im Shop bestellen Testern Sie die klassischen deutschen Rasierhobel im eigenen Stil 25,00 Euro (statt 29,60 Euro)</p>	<p>Nassrasierer MERKUR - Mühle Rasierhobel - Rasierhobel - Rasierapparat Hobel Rasierer Merkur - Pils Hobel Rasierkingen Rasierklinge - Rasierklinge Kismet - Rasierklinge Szabo - Rasierklinge Dovo Merkur - Feather Rasierkingen - Rasierkingen Darty Extra Blades - Klinge Croma - Persona - Souplex - Bartschere - Bartset - Nageletui Luxus Dovo - Nasenseife - Abstrich - Blutstilltuff - Nasenohrreiner - Nasenschere Chrenschere - Rasierpinsel - Rasierstift - Dovo Shavette - Timor Rasierer Mühle Nassrasur - Rasiermesser - Nageletui Dovo Solingen - Nageletui Dovo Solingen Luxus Klasse</p>

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2. MARKTUMFELD

Direkte Konkurrenz



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3. PRODUKT

USP



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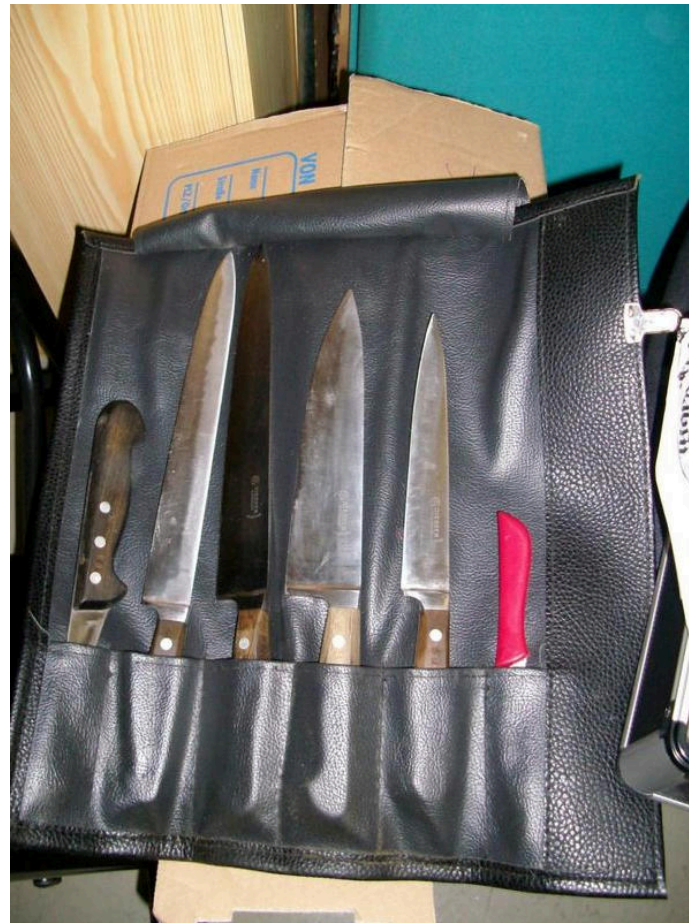
4. STÄRKEN/SCHWÄCHEN



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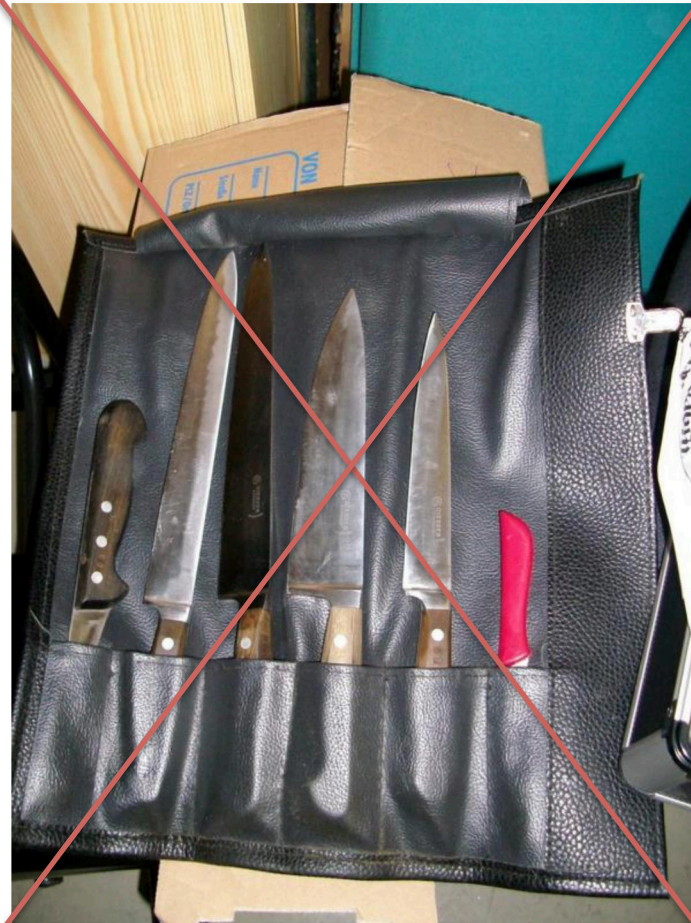
5. POSITIONIERUNG



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TO DO THE RIGHT THING.

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5. POSITIONIERUNG



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5. POSITIONIERUNG

DAHER MUSS EIN GUTES KÜCHENMESSER AUS ITALIEN KOMMEN!

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6. ZIELGRUPPEN

B2B

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6. ZIELGRUPPEN

B2C



TO DO THE RIGHT THING.

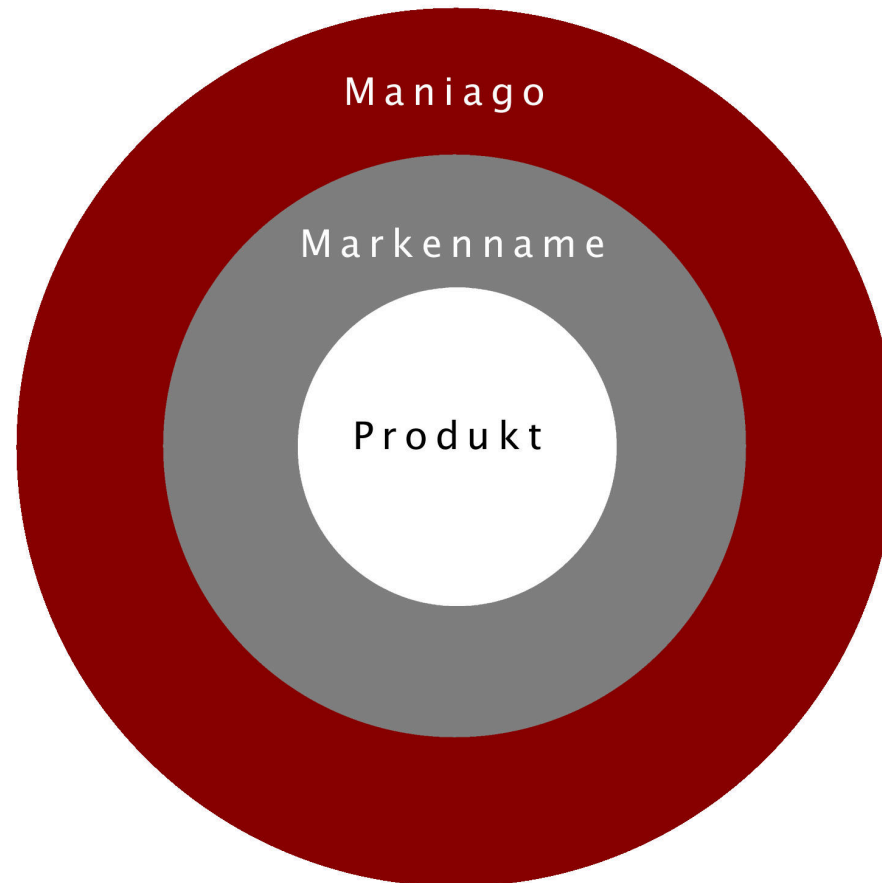
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7. IDEE/KREATIVER ANSATZ

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8. UMSETZUNG



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8. UMSETZUNG

- MARKENNAME
- CULtelle
 - COOLTello
 - COOLtello
 - ILMANIAGO

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Planning and implementing targeted advertising efforts for your company.

8. UMSETZUNG

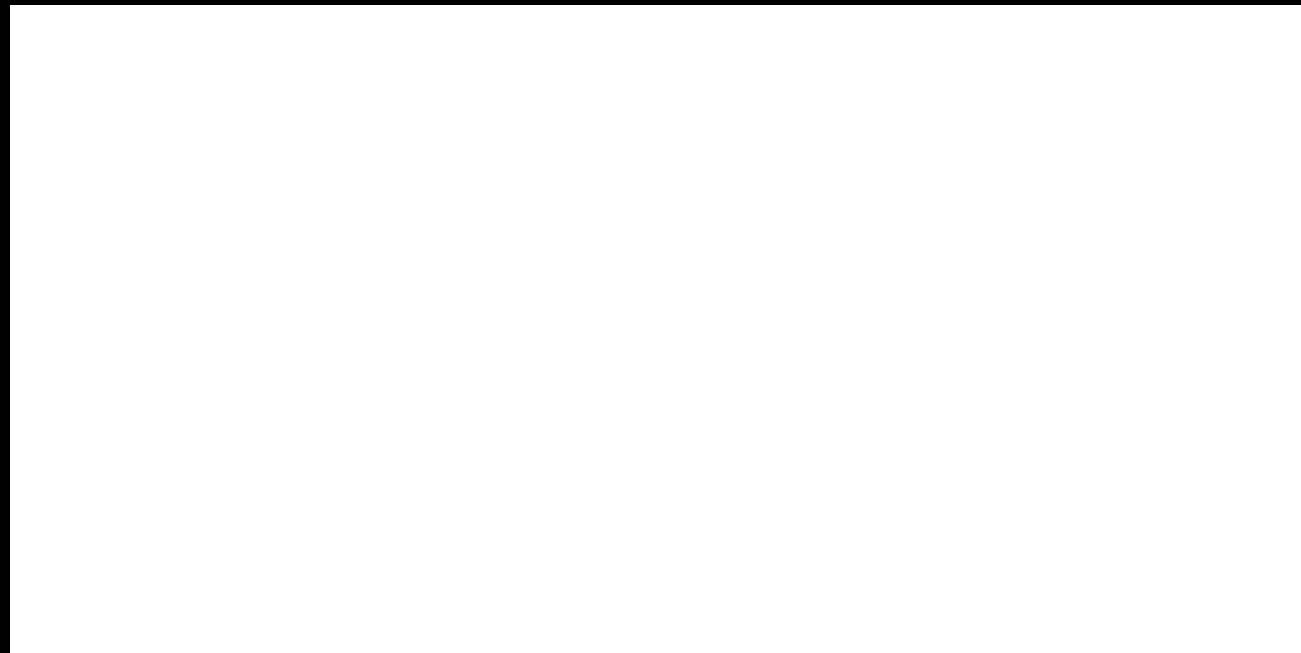
PRODUKTNAME **CUCINA**

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8. UMSETZUNG

LOGO
WORT-BILD-MARKE
CI-CD



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

LOGO
WORT-BILD-MARKE
CI-CD



TO DO THE RIGHT THING.

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8. UMSETZUNG

LOGO
WORT-BILD-MARKE
CI-CD

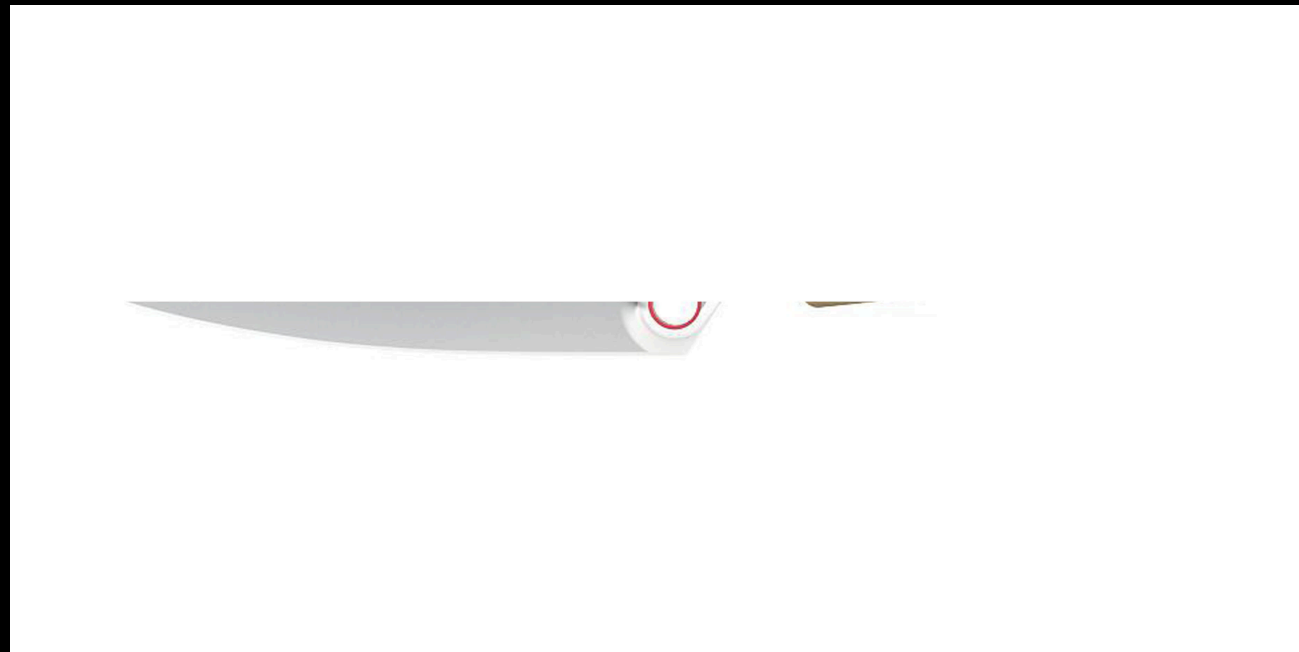


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8. UMSETZUNG

LOGO
WORT-BILD-MARKE
CI-CD

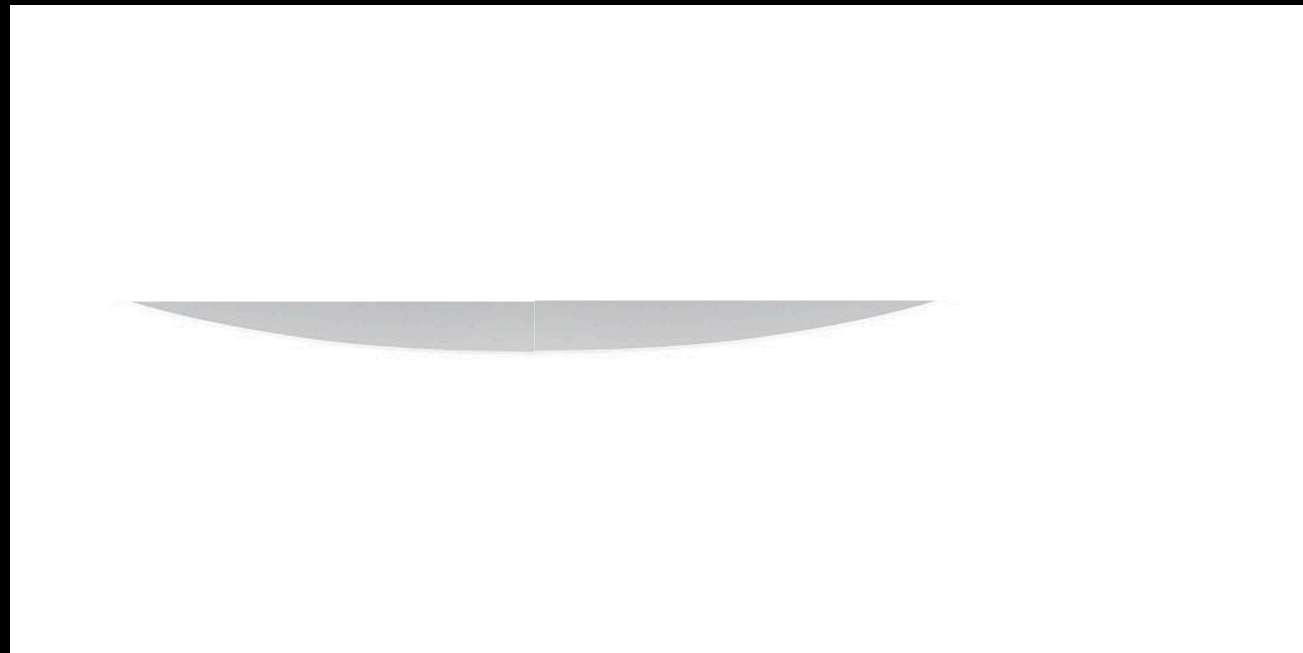


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8. UMSETZUNG

LOGO
WORT-BILD-MARKE
CI-CD



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8. UMSETZUNG

LOGO
WORT-BILD-MARKE
CI-CD

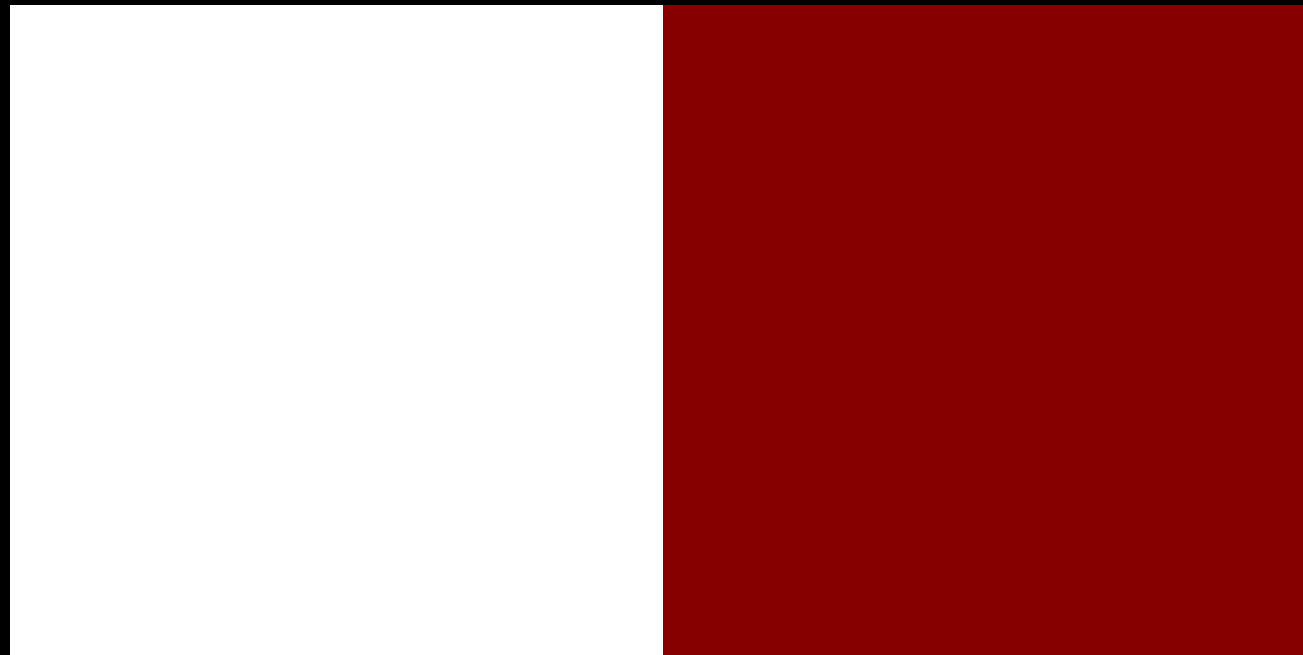


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8. UMSETZUNG

LOGO
WORT-BILD-MARKE
CI-CD



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

LOGO
WORT-BILD-MARKE
CI-CD

C U L T E L L O

TO DO THE RIGHT THING.

Planning and implementing targeted advertising efforts for your company.

8. UMSETZUNG

LOGO
WORT-BILD-MARKE
CI-CD

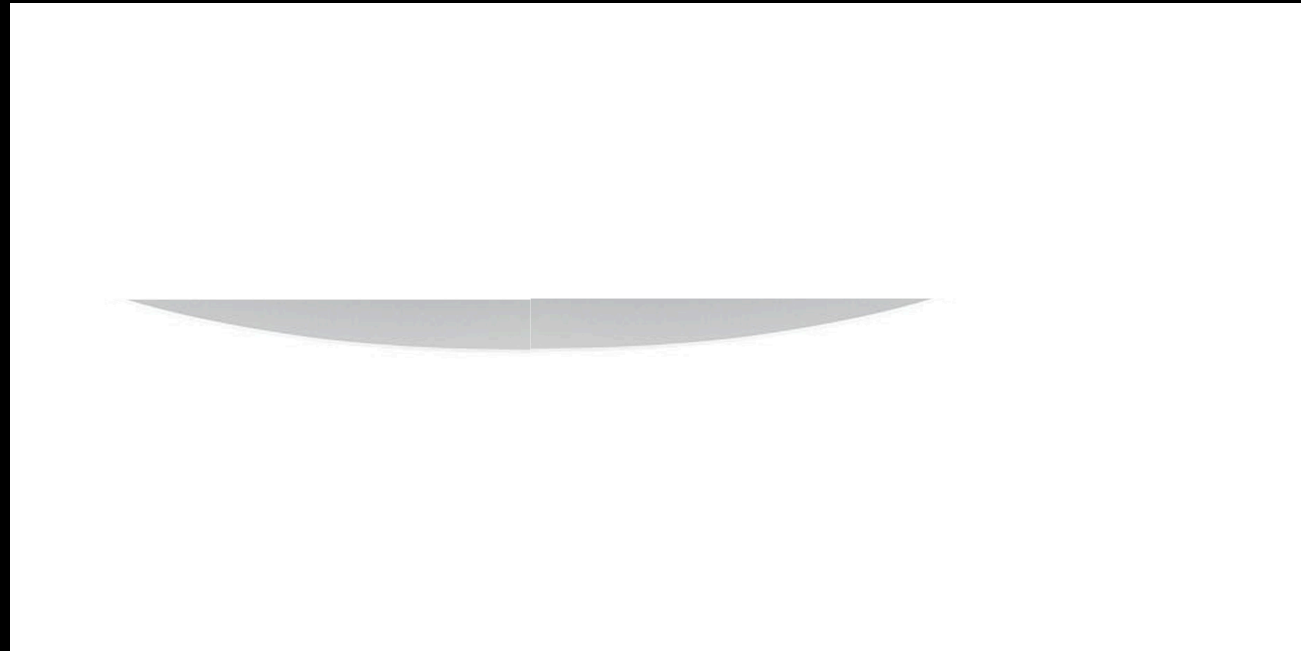
CULT ELLO

TO DO THE RIGHT THING.

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8. UMSETZUNG

LOGO
WORT-BILD-MARKE
CI-CD

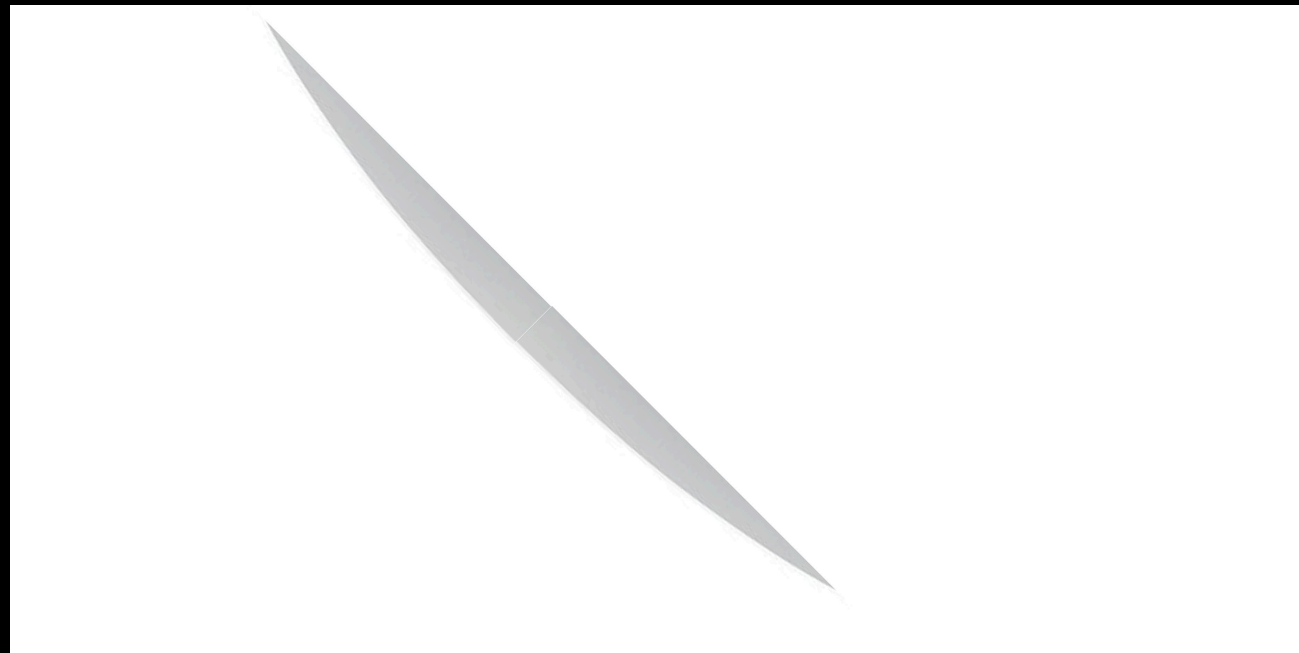


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8. UMSETZUNG

LOGO
WORT-BILD-MARKE
CI-CD



TO DO THE RIGHT THING.

Planning and implementing targeted advertising efforts for your company.

8. UMSETZUNG

LOGO
WORT-BILD-MARKE
CI-CD



TO DO THE RIGHT THING.

Planning and implementing targeted advertising efforts for your company.

8. UMSETZUNG

LOGO
WORT-BILD-MARKE
CI-CD

CULT  ELLO

TO DO THE RIGHT THING.

Planning and implementing targeted advertising efforts for your company.

8. UMSETZUNG

LOGO
WORT-BILD-MARKE
CI-CD



CULTELLO
di maniago



CULTELLO
di maniago

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8. UMSETZUNG

SLOGAN

CULTELLO di
Maniago
The Knife

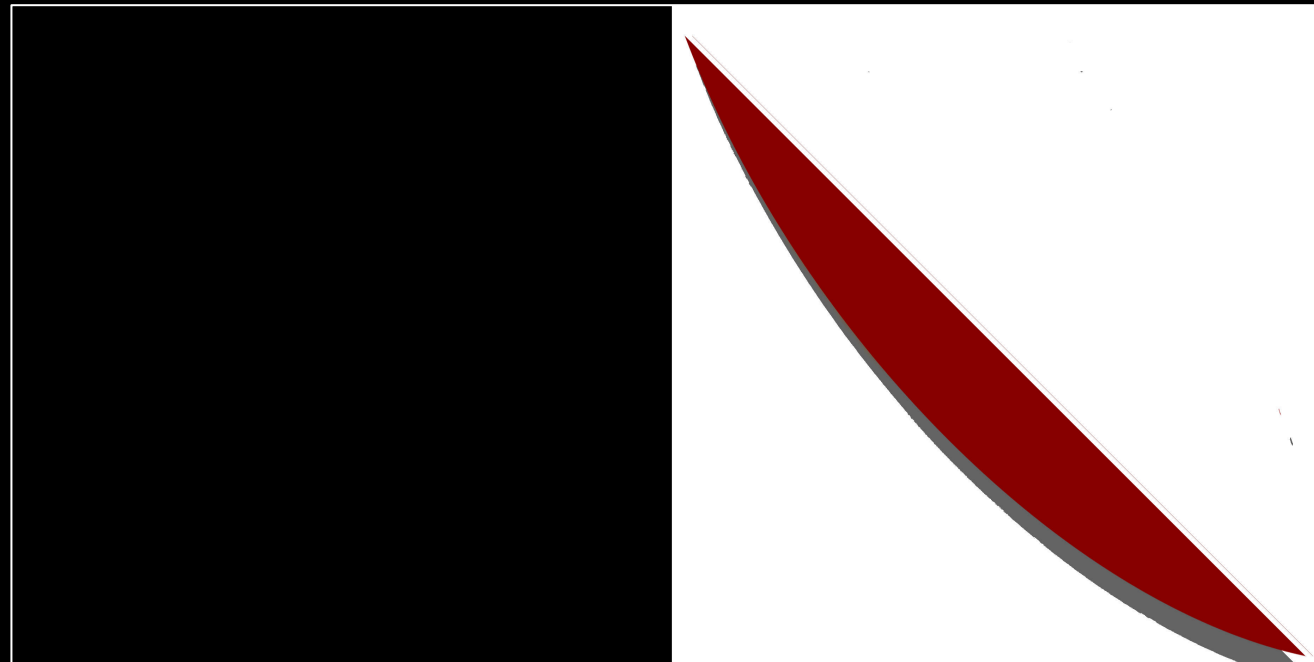
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8. UMSETZUNG

KOMMUNIKATIONSMITTEL

Folder



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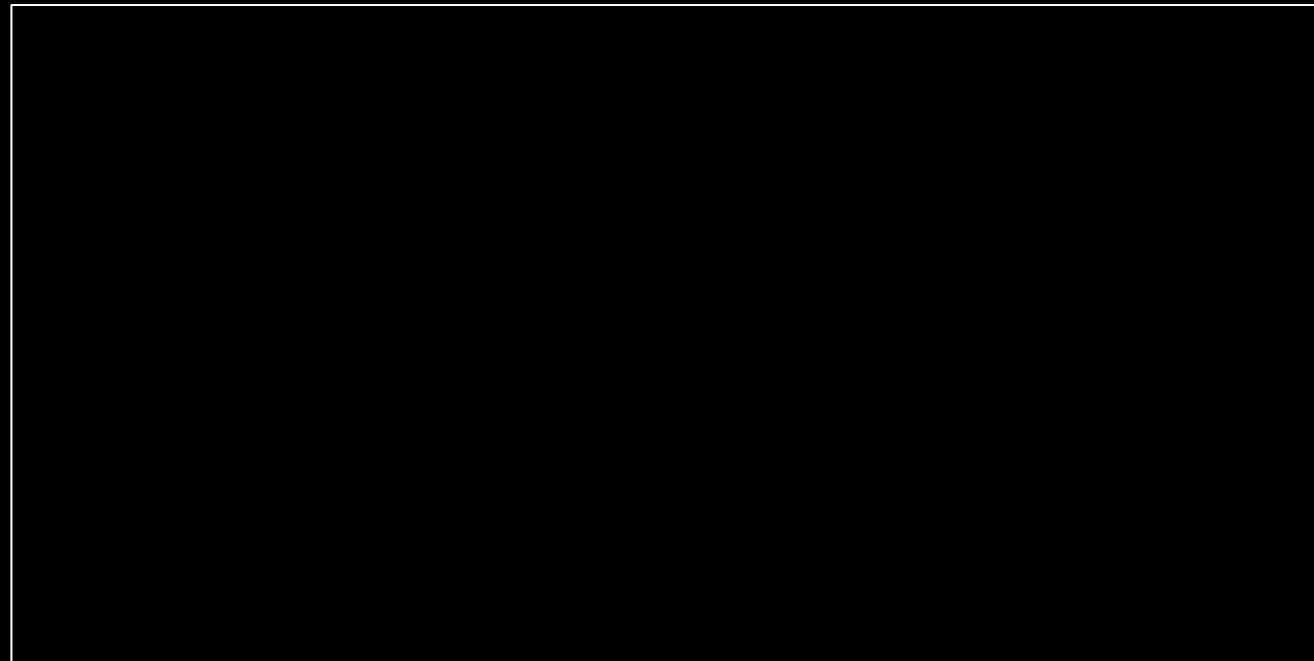
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Folder



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PRODUKTFOTOS

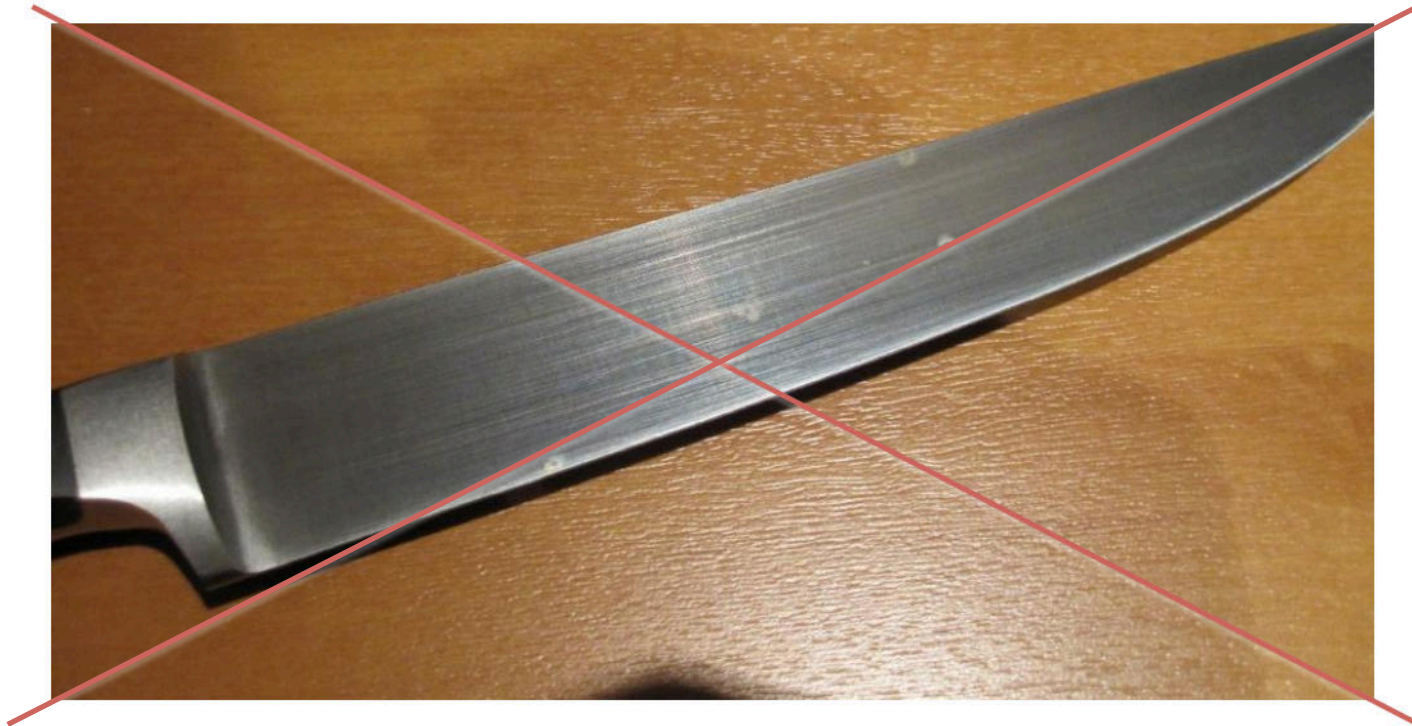


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8. UMSETZUNG

PRODUKTFOTOS



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8. UMSETZUNG

PRODUKTFOTOS



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9. KOMMUNIKATIONSWEGE

PLAKAT/INSERAT

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10. INTERNET