

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

- | | |
|----------------------|--|
| 13:00 – 14:00 | The art of temptation.
Advertising as a game with desires and needs. |
| 14:00 – 15:00 | Flirting with attention.
To attract attention with advertising and to obtain confidence. |
| 15:00 – 16:00 | 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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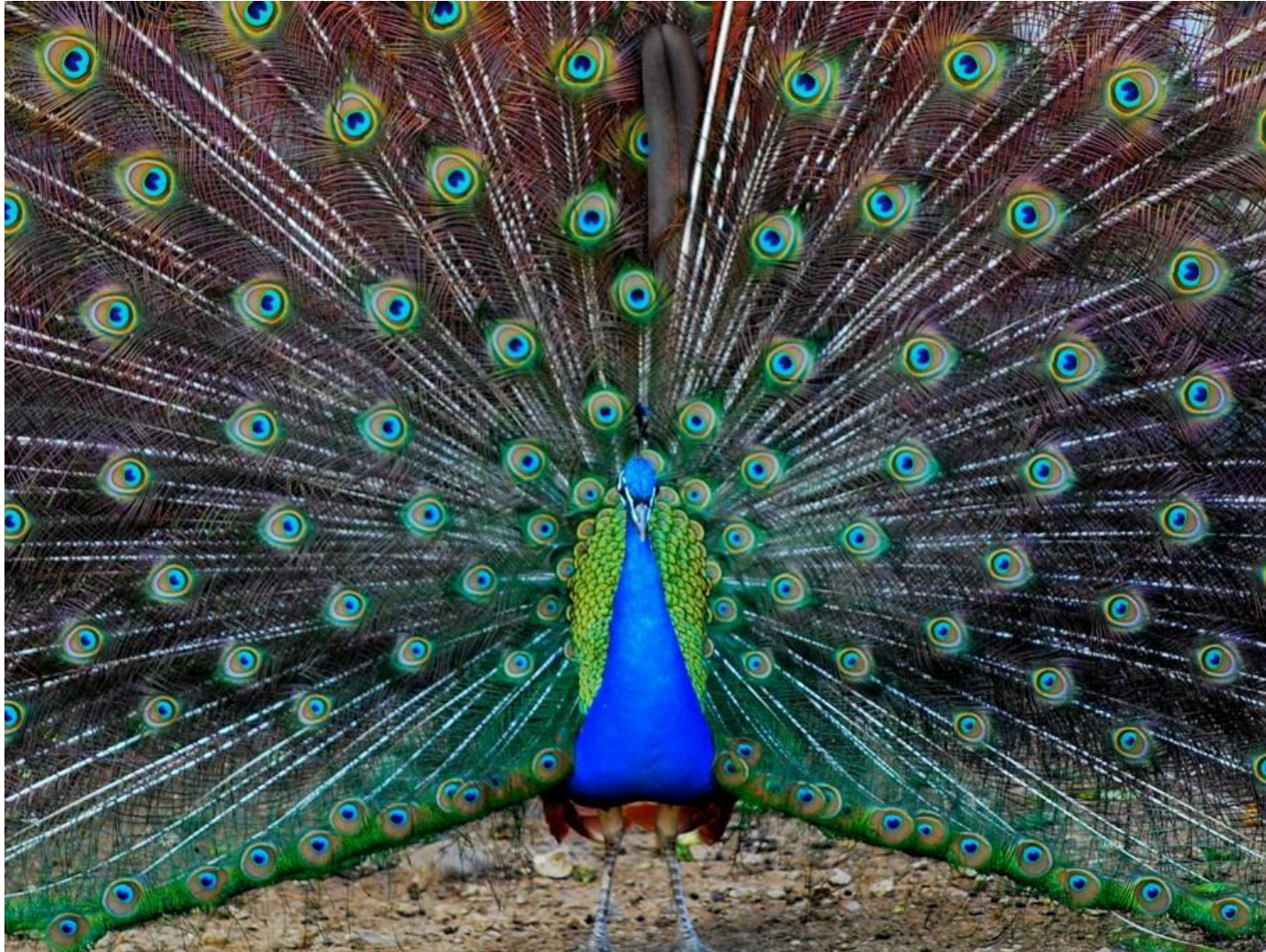
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WO ist Werbung?

(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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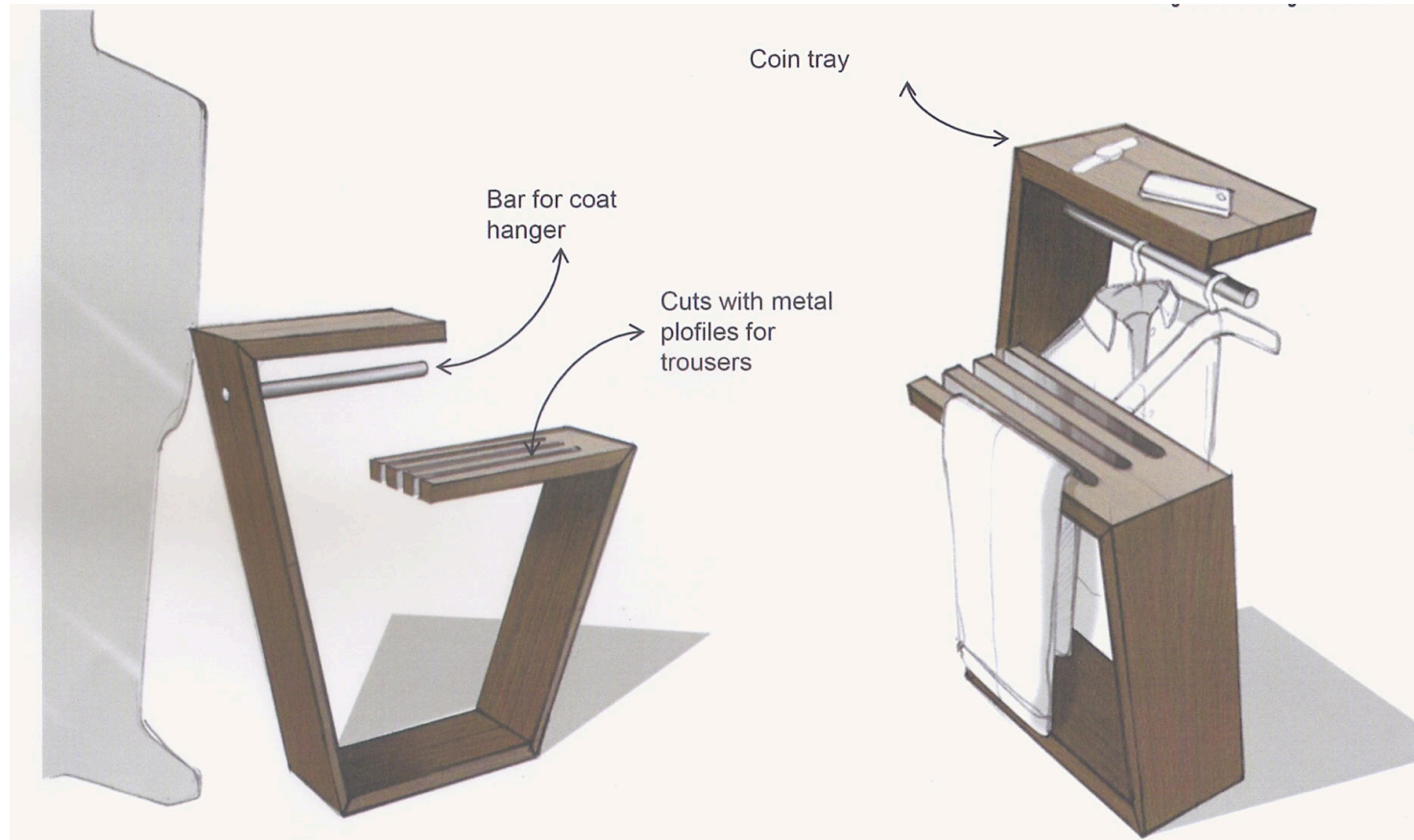
Advertising as a game with desires and needs.

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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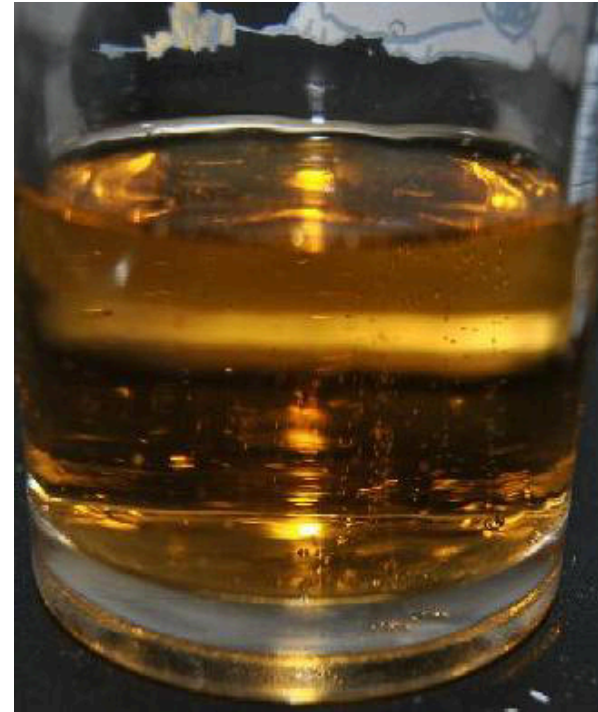
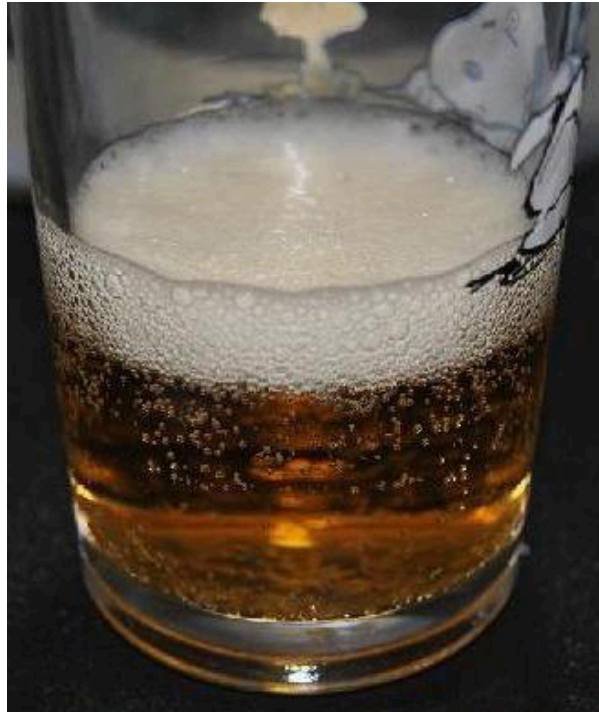
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WARUM soll es jemand kaufen?

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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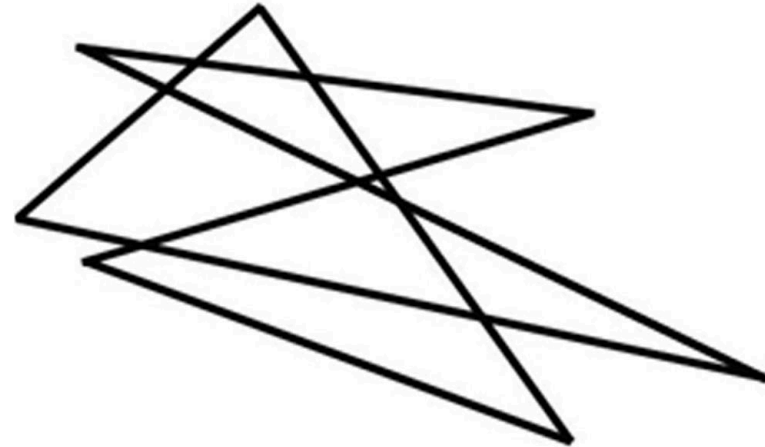
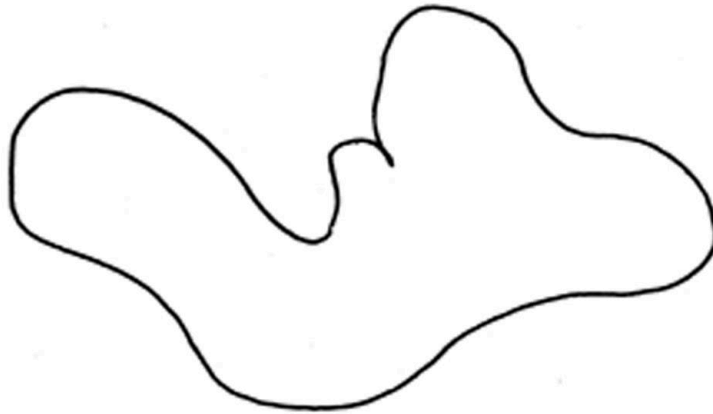
2. FORM/FARBE/NAME



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Advertising as a game with desires and needs.

2. FORM/FARBE/NAME



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2. FORM/FARBE/NAME

GTX

GTX

GTX

GTX

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3. INHALT/IMAGE



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Advertising as a game with desires and needs.

3. INHALT/IMAGE



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4. MEDIUM

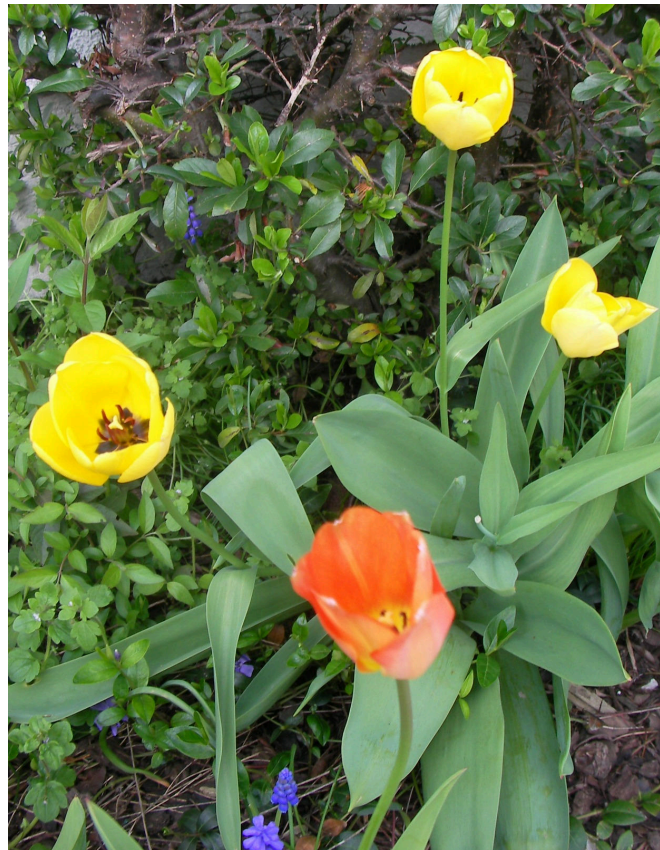
Beide haben die gleiche Qualifikation.
Wer bekommt den Job?



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4. MEDIUM



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4. MEDIUM



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4. MEDIUM



THE ART OF TEMPTATION.

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 (POS)

IMAGE

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AIDA

CI/CD

USP

MARKE

POINT OF SALE

IMAGE



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WERBEALPHABET

AIDA

CI/CD

USP

MARKE

POINT OF SALE (POS)

IMAGE



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WERBEALPHABET

AIDA

CI/CD

USP

MARKE

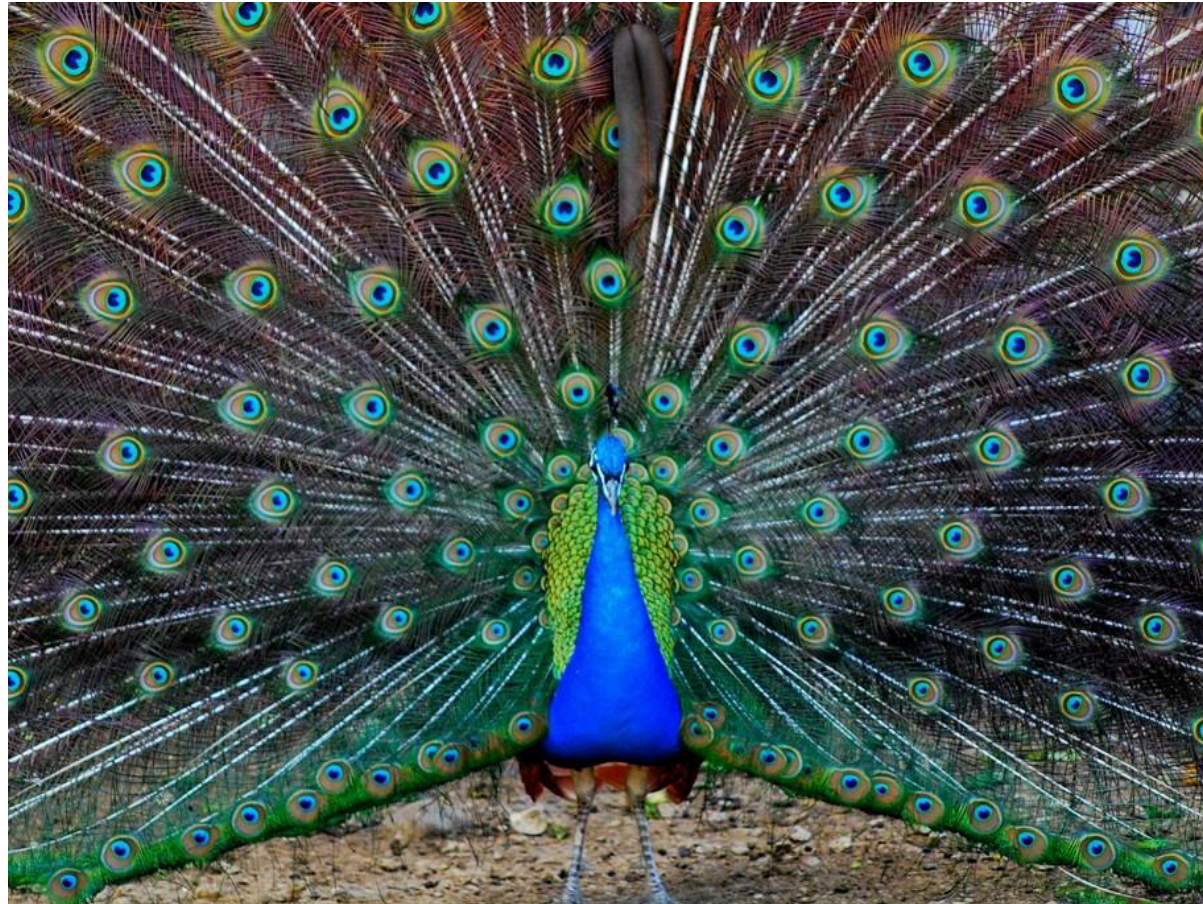
POINT OF SALE (POS)

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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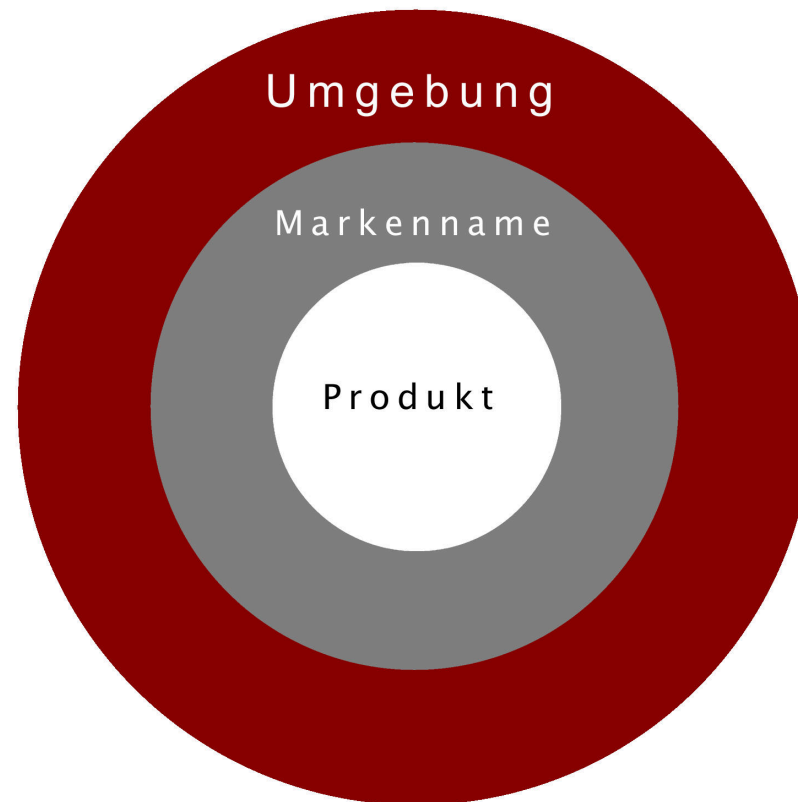
IMAGETRANSFER



THE ART OF TEMPTATION.

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IMAGETRANSFER



THE ART OF TEMPTATION.

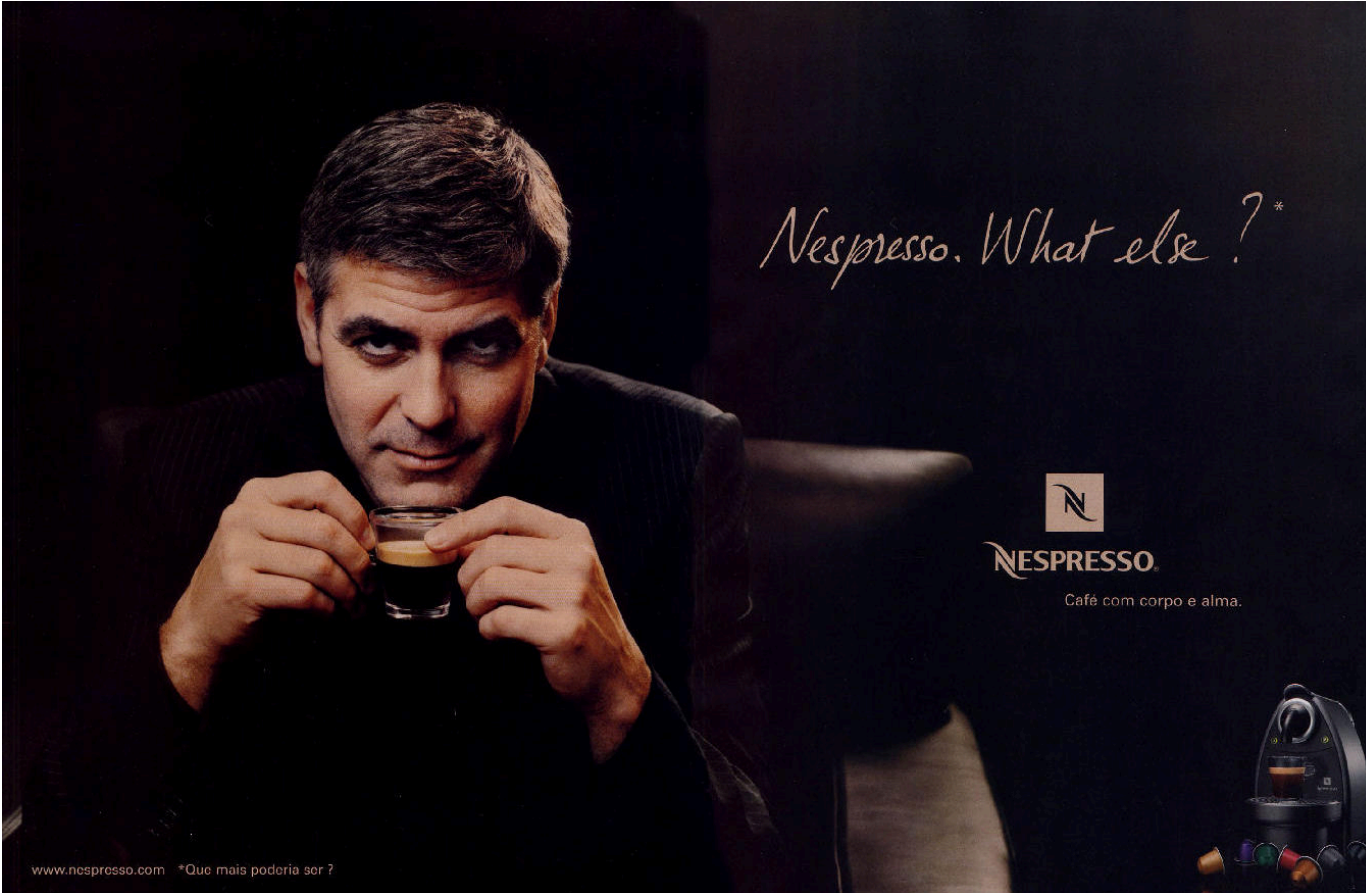
Advertising as a game with desires and needs.

CONSUMER BENEFIT

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Advertising as a game with desires and needs.

TESTIMONIAL



*Nespresso. What else?**

NESPRESSO
Café com corpo e alma.

www.nespresso.com *Que mais poderia ser?

The advertisement features a dark background with George Clooney in a black suit, looking intensely at the camera while holding a small glass cup of coffee. The Nespresso logo and tagline are visible on the right, and a Nespresso coffee machine and capsules are shown in the bottom right corner.

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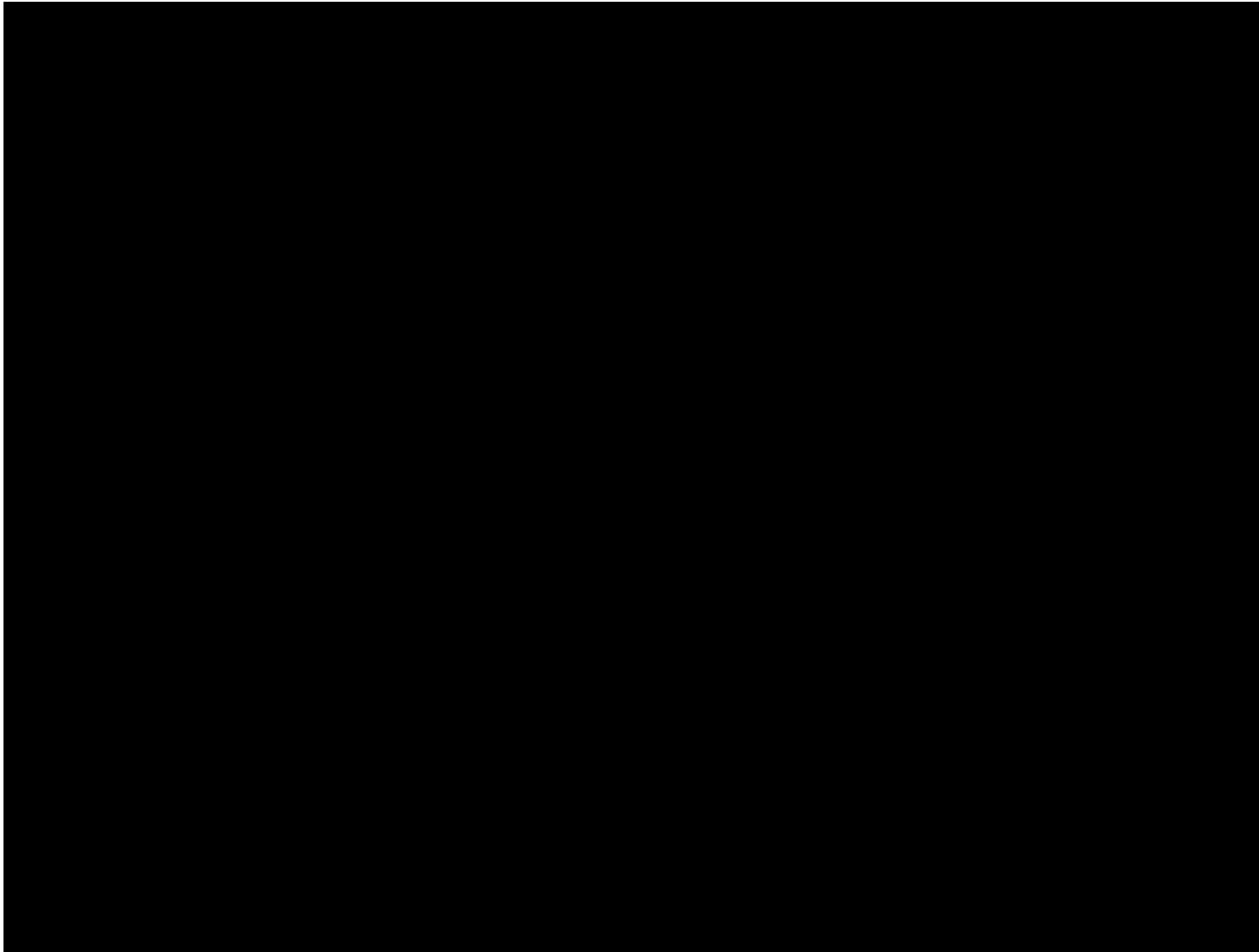
AIDA

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



THE ART OF TEMPTATION.

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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

- Luxusmarkenkäufer
- 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

DESIGNMÖBEL
„**STUMMER DIENER**“

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1. AUSGANGSSITUATION

Kärnten

Holz, Handwerk, Tradition, Natur

Italien

Design, Lebensgefühl

Internationaler Markt

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2. MARKTUMFELD

Trends:

Schöner wohnen

Rückzug in die „heile Welt“ daheim

Wunsch nach Individualität

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2. MARKTUMFELD

Mitbewerber
Massenware



TO DO THE RIGHT THING.

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2. MARKTUMFELD



Mitbewerber
Massenware



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2. MARKTUMFELD

Mitbewerber
Designmöbel

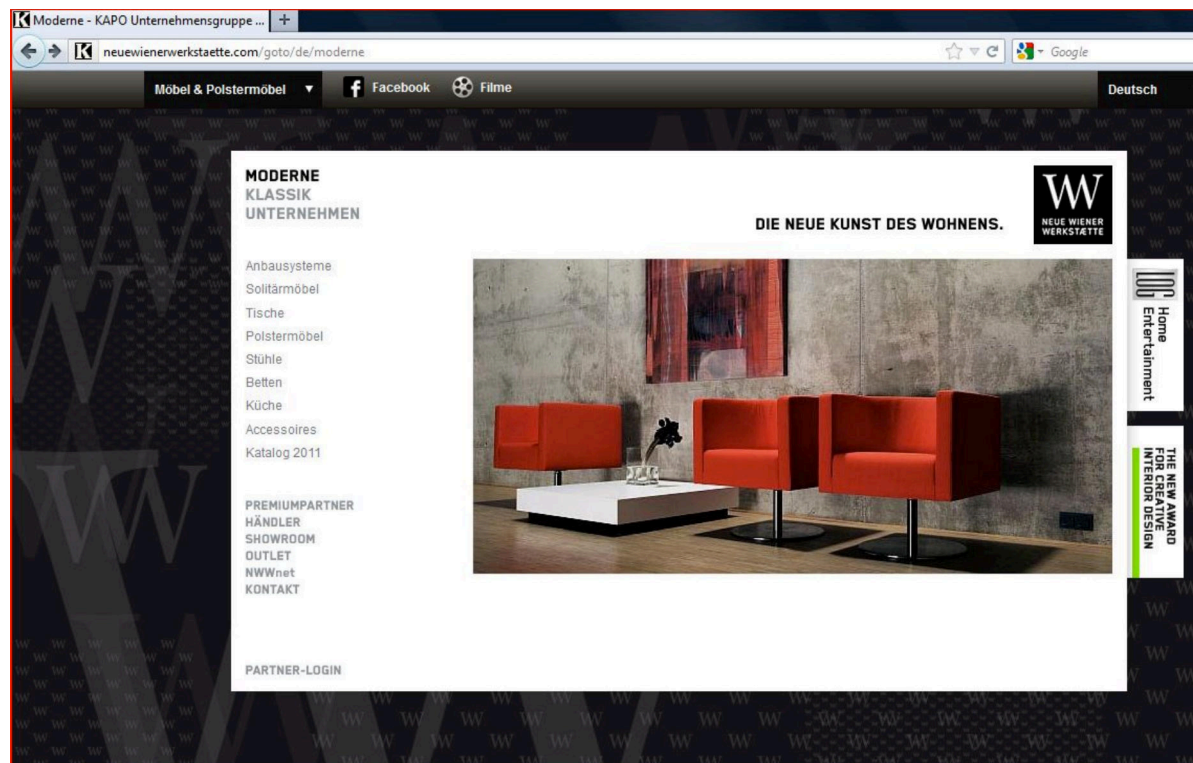


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2. MARKTUMFELD

Marktauftritt Design-Mitbewerber

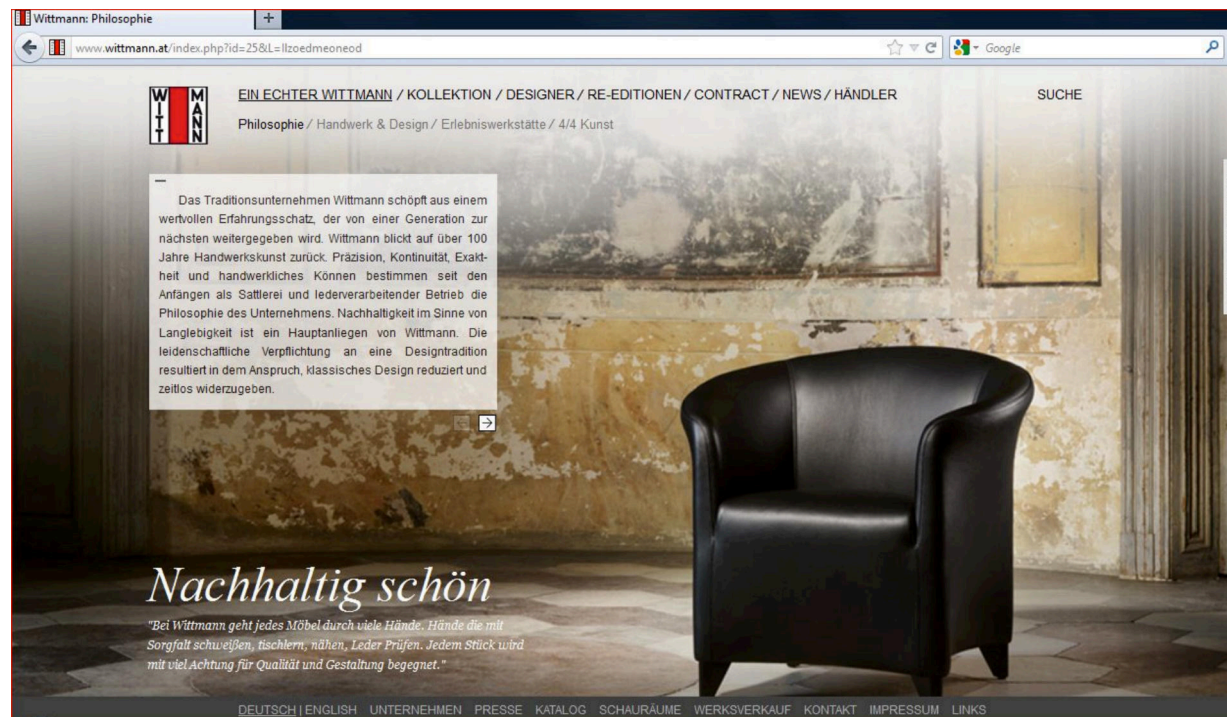


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2. MARKTUMFELD

Marktauftritt Design-Mitbewerber



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Planning and implementing targeted advertising efforts for your company.

3. PRODUKT

USP

TO DO THE RIGHT THING.

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4. STÄRKEN/SCHWÄCHEN

- Unbekannte Marke
- Starker Wettbewerb
- Platzbedarf
- Schlafzimmermöbel:
für Privatkunden
geringer Imagegewinn
- + Design
- + Handwerk
- + Für Männer und Frauen
- + Multifunktionell/Nischenprodukt
- + Exklusivität
- + für Privatkunden und Hospitality
- + Nachhaltigkeit/Verbindung
von Öko und Design
- + Transportoptimierte Konstruktion

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5. POSITIONIERUNG



TO DO THE RIGHT THING.

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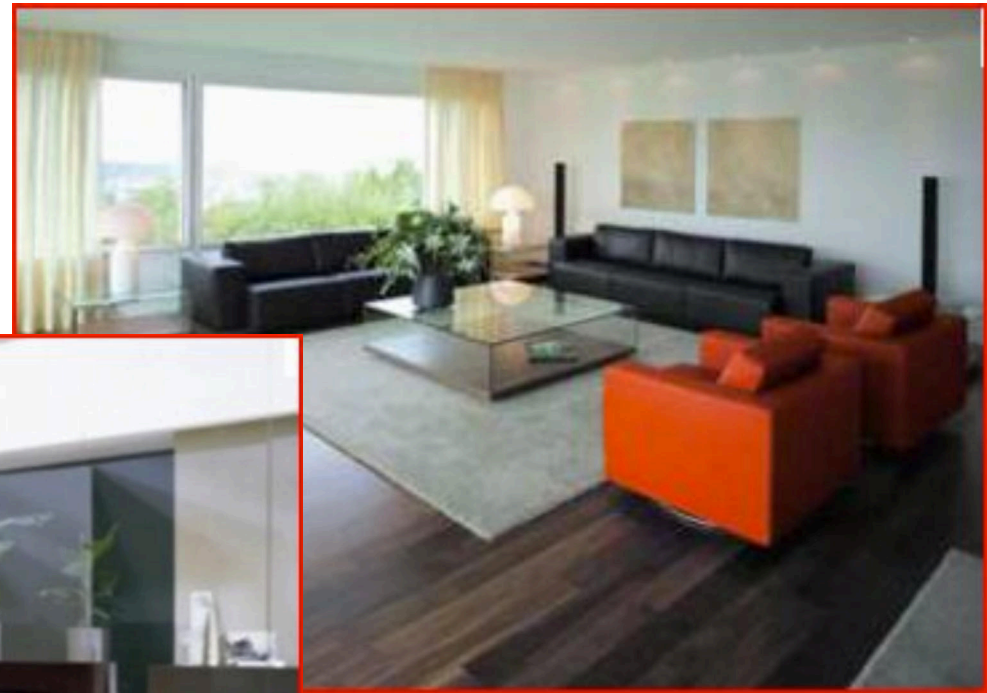
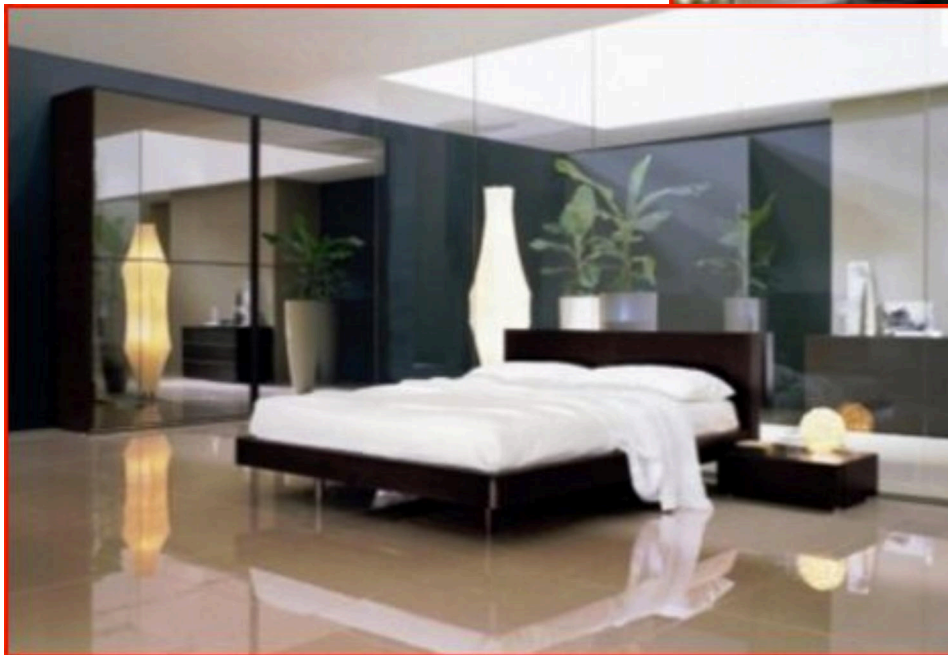
5. POSITIONIERUNG



TO DO THE RIGHT THING.

Planning and implementing targeted advertising efforts for your company.

5. POSITIONIERUNG



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5. POSITIONIERUNG

Design-Artikel – keine Massenware

Öko-Attitüde

Individualität

Hochpreis-Segment

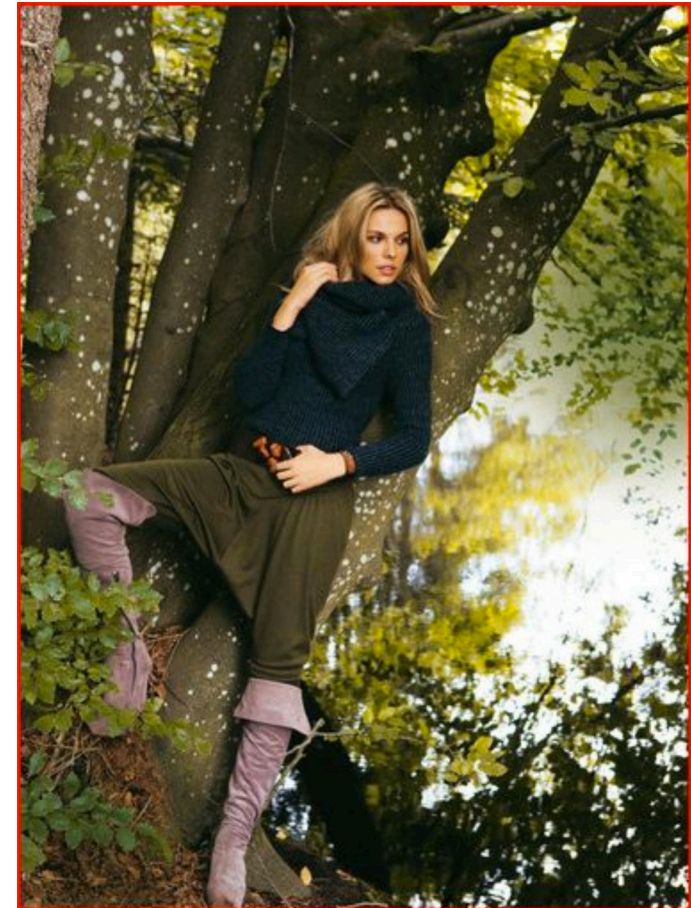
TO DO THE RIGHT THING.

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6. ZIELGRUPPEN

B2B

Kaufkräftig
Design-affin
Öko-Attitüde
ca. 30-50 Jahre



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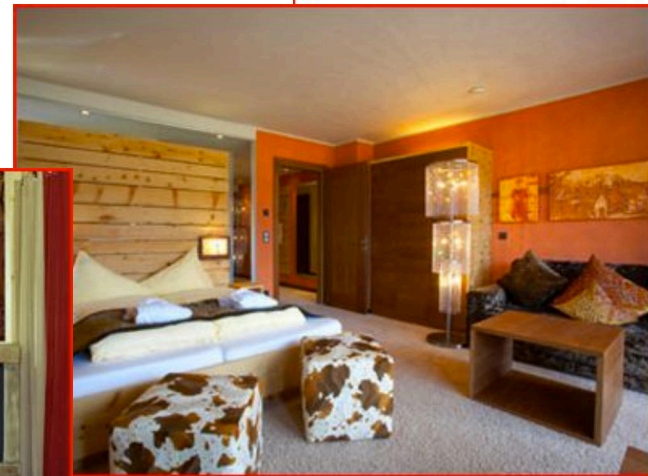
6. ZIELGRUPPEN

B2C

Innenarchitekten

Hotelausstatter

Gehobener Möbelhandel



TO DO THE RIGHT THING.

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7. IDEE/KREATIVER ANSATZ

„Will haben“ wecken

daher:

Emotion statt Vernunft

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8. UMSETZUNG



TO DO THE RIGHT THING.

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8. UMSETZUNG

MARKENNAME

Unabhängig vom Sprachraum

Eigenwillig, „sophisticated“

Abgrenzung von Hardcore-Öko

Italienische Anklänge?

TO DO THE RIGHT THING.

Planning and implementing targeted advertising efforts for your company.

8. UMSETZUNG

- MARKENNAME
- **n i i n**
 - **Dione**
 - **riive**
 - **Ennius**
 - **Manello**
 - **Designetta**

TO DO THE RIGHT THING.

Planning and implementing targeted advertising efforts for your company.

8. UMSETZUNG

PRODUKTNAME **CHESTER**

TO DO THE RIGHT THING.

Planning and implementing targeted advertising efforts for your company.

8. UMSETZUNG

SLOGAN

NATURE INSIDE

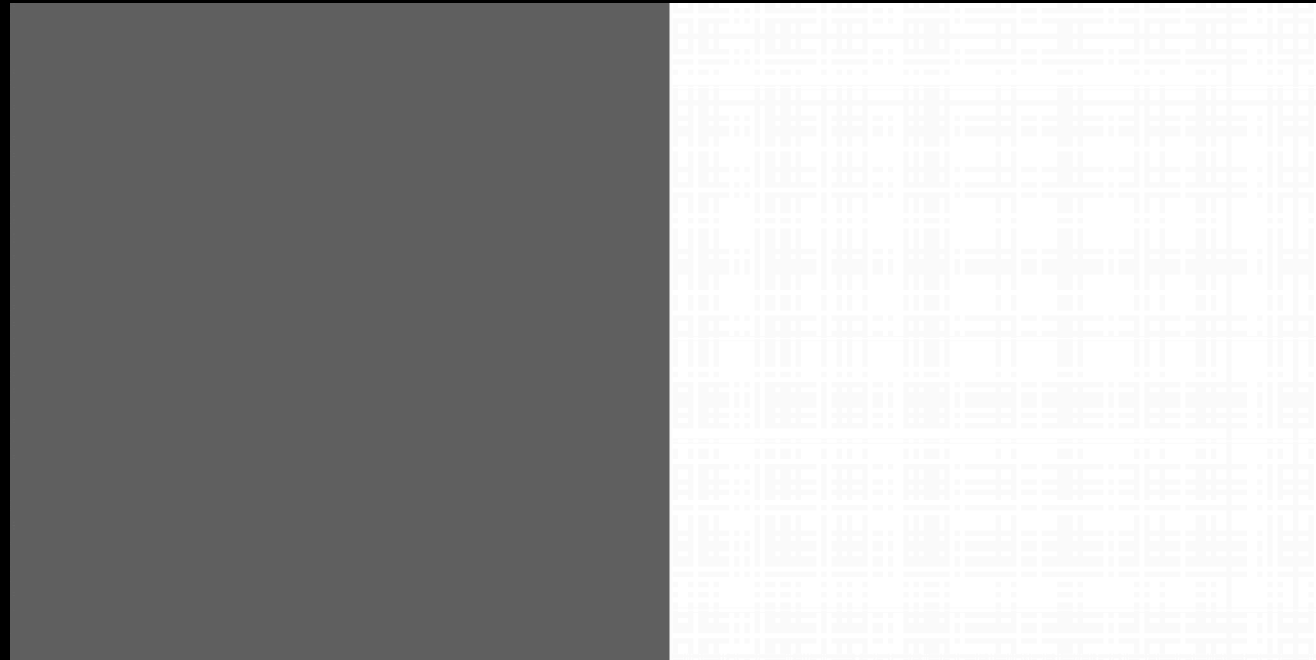
STYLING NATURE

TO DO THE RIGHT THING.

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8. UMSETZUNG

LOGO
WORT-BILD-MARKE
CI-CD

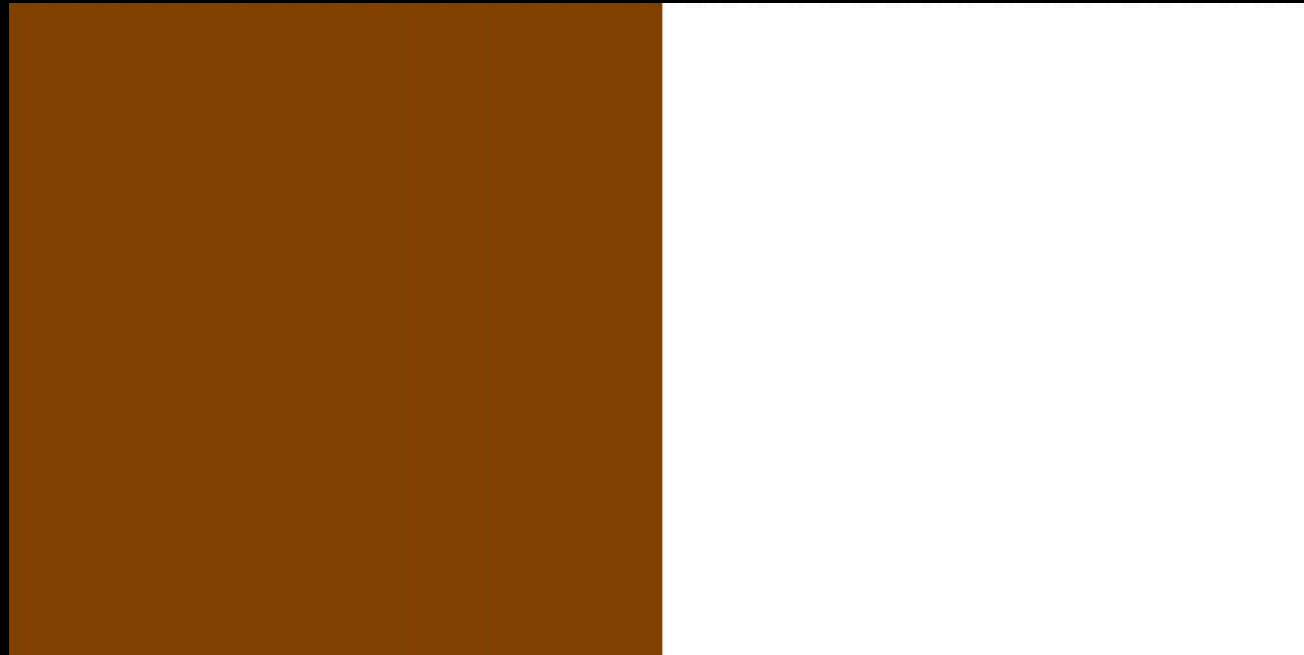


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LOGO
WORT-BILD-MARKE
CI-CD

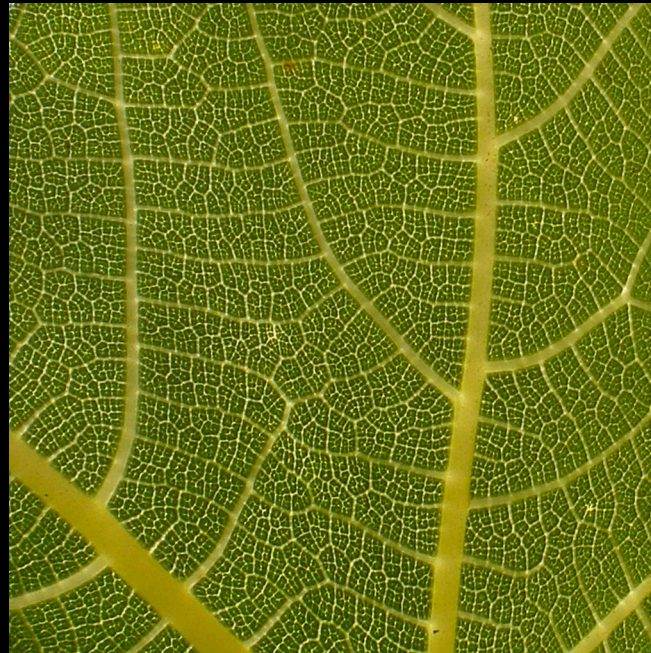


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8. UMSETZUNG

LOGO
WORT-BILD-MARKE
CI-CD



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LOGO
WORT-BILD-MARKE
CI-CD



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LOGO
WORT-BILD-MARKE
CI-CD

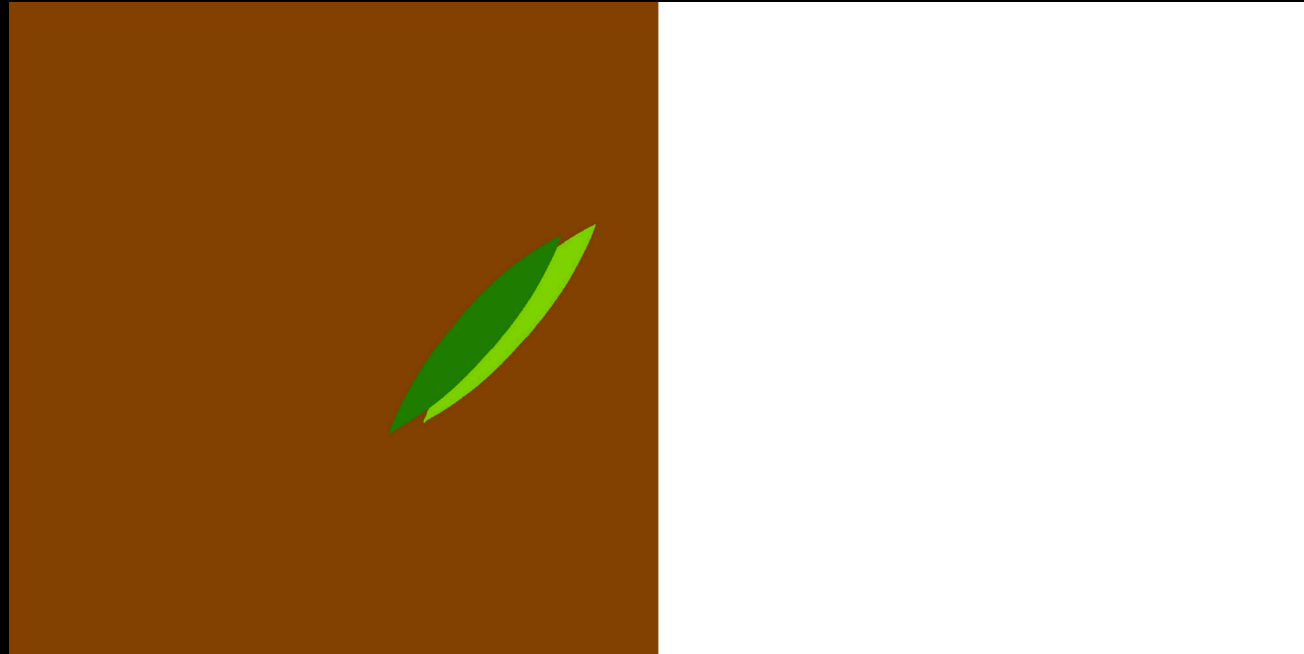


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8. UMSETZUNG

LOGO
WORT-BILD-MARKE
CI-CD



TO DO THE RIGHT THING.

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8. UMSETZUNG

LOGO
WORT-BILD-MARKE
CI-CD

niin

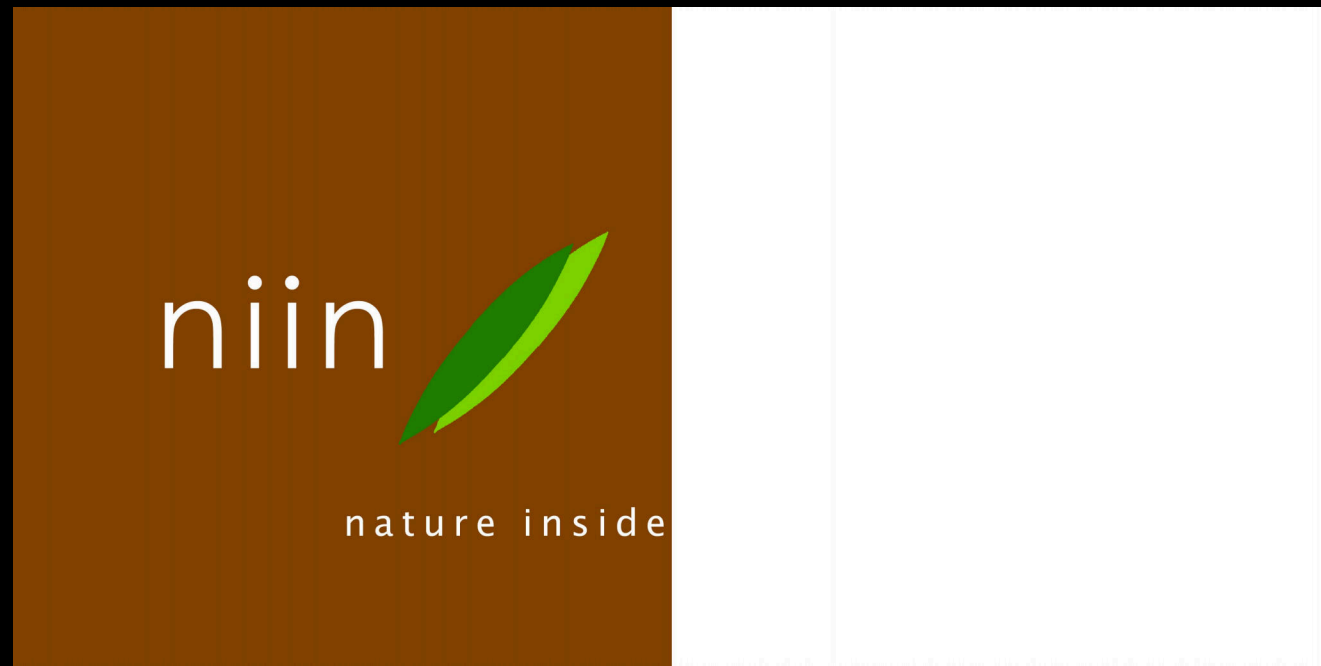


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LOGO
WORT-BILD-MARKE
CI-CD



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WORT-BILD-MARKE
CI-CD



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LOGO
WORT-BILD-MARKE
CI-CD



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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

chester



niin



Das ist nur eine Blindtext, der nur aus einem Blindtext besteht. Deshalb ist das kein eigentlicher Text, sondern eben nur ein Blindtext.

Dieser Text beinhaltet Wörter, ist jedoch nur ein Blindtext, der nichts mehr als das beinhaltet.

Das ist nur eine Blindtext, der nur aus einem Blindtext besteht. Deshalb ist das kein eigentlicher Text, sondern eben nur ein Blindtext.

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8. UMSETZUNG

HOMEPAGE

