

Katharina Kindler

Extremmarketing

Anwendung sowie Chancen und Risiken
einer neuen Kommunikationsform

Extremmarketing Anwendung Chancen Risiken Kommunikationsform

Sara Blum



Extremmarketing Anwendung Chancen Risiken Kommunikationsform:

Extremmarketing: Anwendung sowie Chancen und Risiken einer neuen Kommunikationsform Katharina Kindler, 2015-04

Die Marketingwelt insbesondere aber die Marketingkommunikation sieht sich stndigem Wandel unterworfen Das steigende Marken und Produktangebot und die zunehmende Werbedichte haben zur Folge im Kampf um die Gunst der Konsumenten bestndig neue Marketingdisziplinen zu kreieren Ein noch sehr junges Phnomen dieses Feldes ist das Extremmarketing Im Zentrum dieser Auseinandersetzung stehen die Beschreibung Einordnung und Analyse dieses Marketing bzw

Kommunikationsansatzes der von Seiten der Wissenschaft bislang nur geringfg beachtet wurde Zunchst erfolgt die Untersuchung der wesentlichen Problemfelder der Marketingkommunikation Diese bildet den Ausgangspunkt zur Charakterisierung der Grundlagen des Extremmarketings und dessen Relevanz innerhalb des Kommunikationsprozesses Im Anschluss hieran werden mit Hilfe von Praxisbeispielen die theoretisch erarbeiteten Inhalte veranschaulicht und zentrale Fragestellungen der praktischen Anwendung sowie deren Chancen und Risiken diskutiert

Extremmarketing als neuer Ansatz in der Kommunikationspolitik - Einordnung, Anwendung und Potential Katharina Kindler, 2015-01-07 Ein sterreichischer Extremsportler springt aus einer Ballonkapsel in 39 km Hhe in Richtung Erde und durchbricht die Schallmauer mit einer Geschwindigkeit von rund 1 300 km/h Der von Red Bull gesponserte Sprung sorgte 2012 weltweit f r gro es mediales Interesse und lockte Millionen Menschen live vor die Fernsehger te und auf YouTube Der erzielte Werbewert ist schwer zu beziffern bersteigt die gesch tzten Kosten von 50 Millionen Euro jedoch um ein Vielfaches Mit einer au ergew hnlichen und erlebnisorientierten Marketingstrategie hebt sich Red Bull als Marke deutlich von Wettbewerbern ab und bietet seiner Zielgruppe mehr als nur ein einfaches Konsumgut Red Bull ist ein Vorreiter des Extremmarketings mit dem das Unternehmen versucht neuartige au ergew hnliche und kreative Wege zu begehen um sich Geh r bei seinen Zielgruppen zu verschaffen aus der Masse herauszustechen und ein starkes Bewusstsein f r die Marke zu entwickeln Dieser Trend resultiert aus einem starken Wettbewerb am Markt mit steigendem Marken und Produktangebot Die zunehmende Werbedichte fhrt bei Konsumenten zu einem Schwund an Aufmerksamkeit da die Wahrnehmungs und Verarbeitungskapazit t eines Menschen begrenzt ist Unternehmen versuchen daher ihre Marken gegen ber Wettbewerbern noch eindeutiger zu positionieren und noch auff lligler zu inszenieren Dies fhrt zu einem massiv gesteigerten Kommunikationswettbewerb mit konkurrierenden Unternehmen Als Reaktion auf die kommunikativen Herausforderungen haben sich in den vergangenen Jahren verschiedene erfolgreiche Marketingformen etabliert Basierend auf dem Guerilla Marketing stellt das Extremmarketing einen neuen Marketing bzw Kommunikationsansatz dar der noch einen Schritt weiter geht als bisherige Ans tze Zielsetzung Der Begriff des Extremmarketings wurde bislang keiner kritischen und wissenschaftlichen Untersuchung unterzogen Ziel der vorliegenden Bachelorarbeit ist die Beschreibung Einordnung und Analyse des Extremmarketings als neuer Ansatz in der Kommunikationspolitik Die Schwerpunkte liegen hierbei auf der Abgrenzung zum Guerilla Marketing dem Einsatz des

Extremmarketings in bestehenden Instrumenten und der Anwendung in der Praxis sowie dem Potential des
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Table of Contents Extremmarketing Anwendung Chancen Risiken Kommunikationsform

1. Understanding the eBook Extremmarketing Anwendung Chancen Risiken Kommunikationsform
 - The Rise of Digital Reading Extremmarketing Anwendung Chancen Risiken Kommunikationsform
 - Advantages of eBooks Over Traditional Books
2. Identifying Extremmarketing Anwendung Chancen Risiken Kommunikationsform
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Extremmarketing Anwendung Chancen Risiken Kommunikationsform
 - User-Friendly Interface
4. Exploring eBook Recommendations from Extremmarketing Anwendung Chancen Risiken Kommunikationsform
 - Personalized Recommendations
 - Extremmarketing Anwendung Chancen Risiken Kommunikationsform User Reviews and Ratings
 - Extremmarketing Anwendung Chancen Risiken Kommunikationsform and Bestseller Lists
5. Accessing Extremmarketing Anwendung Chancen Risiken Kommunikationsform Free and Paid eBooks
 - Extremmarketing Anwendung Chancen Risiken Kommunikationsform Public Domain eBooks
 - Extremmarketing Anwendung Chancen Risiken Kommunikationsform eBook Subscription Services
 - Extremmarketing Anwendung Chancen Risiken Kommunikationsform Budget-Friendly Options

6. Navigating Extremmarketing Anwendung Chancen Risiken Kommunikationsform eBook Formats
 - ePub, PDF, MOBI, and More
 - Extremmarketing Anwendung Chancen Risiken Kommunikationsform Compatibility with Devices
 - Extremmarketing Anwendung Chancen Risiken Kommunikationsform Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Extremmarketing Anwendung Chancen Risiken Kommunikationsform
 - Highlighting and Note-Taking Extremmarketing Anwendung Chancen Risiken Kommunikationsform
 - Interactive Elements Extremmarketing Anwendung Chancen Risiken Kommunikationsform
8. Staying Engaged with Extremmarketing Anwendung Chancen Risiken Kommunikationsform
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Extremmarketing Anwendung Chancen Risiken Kommunikationsform
9. Balancing eBooks and Physical Books Extremmarketing Anwendung Chancen Risiken Kommunikationsform
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Extremmarketing Anwendung Chancen Risiken Kommunikationsform
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Extremmarketing Anwendung Chancen Risiken Kommunikationsform
 - Setting Reading Goals Extremmarketing Anwendung Chancen Risiken Kommunikationsform
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Extremmarketing Anwendung Chancen Risiken Kommunikationsform
 - Fact-Checking eBook Content of Extremmarketing Anwendung Chancen Risiken Kommunikationsform
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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