



# Organisation von Crossmedia Werbekampagnen (German Edition)

*Martin Krieger*

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## **Organisation von Crossmedia Werbekampagnen (German Edition)** Martin Krieger

Studienarbeit aus dem Jahr 2003 im Fachbereich **BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media**, Note: 1,7, Ludwig-Maximilians-Universität München (Seminar für Wirtschaftsinformatik und Neue Medien), Veranstaltung: Seminar Online Werbung, Sprache: Deutsch, Abstract: „Die richtige Kommunikationsstrategie entscheidet in einer Informations- und Mediengesellschaft immer mehr über Sein oder Nicht-Sein von Unternehmen, Produkten und Marken.“ Betrachtet man den derzeitigen Information-Overkill der Werbewirtschaft, dem Konsumenten täglich ausgesetzt sind, fällt auf, dass eine intelligente Ausrichtung von Werbekampagnen am Mediennutzungsverhalten von Konsumenten dringend benötigt wird. Crossmedia Werbekampagnen versuchen diesem Anspruch gerecht zu werden, indem sie sich konsequent am Kommunikationsverhalten potentieller Konsumenten ausrichten und somit eine optimierte Kontaktintensität schaffen.

Die folgende Arbeit beschäftigt sich mit der Organisation von Crossmedia Werbekampagnen und verdeutlicht – nach Abgrenzung grundlegender Organisationsformen der Betriebswirtschaftslehre – welche Prozesse für das erfolgreiche Gelingen einer solchen Werbekampagne ausschlaggebend sind.

Ziel ist der im Vergleich zu einer „einfachen“ Werbekampagne höheren Komplexität einer crossmedialen Strategie Rechnung zu tragen.

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