



Mediaplanungsmethoden (German Edition)

Thomas Steffen

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Studienarbeit aus dem Jahr 2002 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 2,0, Leuphana Universität Lüneburg (FB Wirtschaftswissenschaften), Veranstaltung: Kommunikation, Sprache: Deutsch, Abstract: Wer im Medienzeitalter seine Güter oder Dienstleistungen am Markt durchsetzen sowie den Markennamen und das Unternehmensimage erfolgreich positionieren will, ist auf Medienwerbung angewiesen. Deshalb ziehen moderne Unternehmen alle Register der medialen Kommunikation, bei der Streumедien wie Hörfunk, Fernsehen, Zeitungen, Zeitschriften oder Plakate eingesetzt werden. Heute gibt es kaum einen Lebensbereich, in den Werbung noch nicht vorgedrungen ist. Fast 55.000 Produkte werden in Deutschland öffentlich beworben. Die Gesamtaufwendungen dafür beliefen sich im Jahr 1999 auf ca. 31,4 Milliarden Euro1 - mit zunehmender Tendenz!

Angesichts dieser Werbungsdichte verwundert es kaum, dass Käuferschichten nicht nur aktiviert werden. Sie zeigen auch Abwehrreaktionen und Ermüdungserscheinungen, die sich im folgenden Schaubild wiederspiegeln und in der Medienforschung als Informationsüberlastung (Information-Overload) und "Wear-Out-Effekt" diskutiert werden [...]

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