

Jennifer Hofmann

**Wirtschaftskommunikation als Management
zur Anregung der Fantasie. Das Beispiel
Katjes Yoghurt-Gums**

Studienarbeit

Wirtschaftskommunikation Management Anregung Fantasie Yoghurt Gums

Jennifer Hofmann



Wirtschaftskommunikation Management Anregung Fantasie Yoghurt Gums:

Wirtschaftskommunikation als Management zur Anregung der Fantasie. Das Beispiel Katjes Yoghurt-Gums

Jennifer Hofmann, 2015-07-13 Studienarbeit aus dem Jahr 2008 im Fachbereich Medien Kommunikation Public Relations Werbung Marketing Social Media Note 2,0 Hochschule für Technik und Wirtschaft Berlin Veranstaltung Integrative Kommunikationstheorie Sprache Deutsch Abstract Werbung verspricht die Teilnahme an außergewöhnlichen Erlebnissen und wirkt zum Teil als eine Art Zuflucht deren Nähe man spüren möchte. Wenn Werbung keine eigene Wunschwelt kreiert, versucht sie sich mit Product Placement, Sponsoring oder dem Einsatz von Prominenten an eine bestehende Wunschwelt anzukoppeln, als ein flexibel einsetzbares Merchandising. Oder sie hält sich an die lizenzfreien, allen zugänglichen Wunschwelten Sex, Jugend und Vitalität. Wie kriege ich den Sex bzw. den Sex Appeal in die Produkte rein? Wie mache ich aus meinem banalen Produkt etwas Heißbegehrtes? Kann das Sex Appeal einer Person auf ein Produkt projiziert werden? Und wie schafft es die Wirtschaftskommunikation, die Fantasie, die mit einem Prominenten verbunden ist, auf ein Produkt zu übertragen?

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