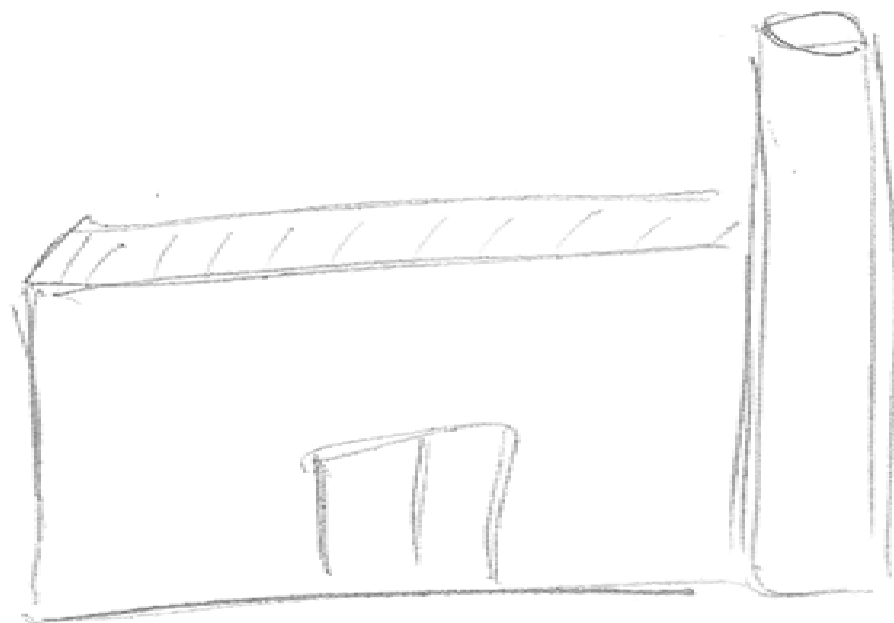


Future EXPECTATIONS ON
OOH ADVERTISING

Future EXPECTATIONS ON OOH ADVERTISING

- How to get more money out
your customers! -

A few words on:



unify media



A Few words on:

ME



- DIRECTOR MKT. COMMUNICATIONS
- 43 years
- MARRIED, ONE SON
- 20 YEARS IN MKT.
 - BRAND, MKT, SALES
 - CONSULTING, INDUSTRY, AGENCY
 - FMCG, SERVICE, FMCO

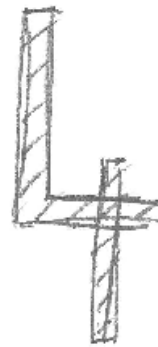
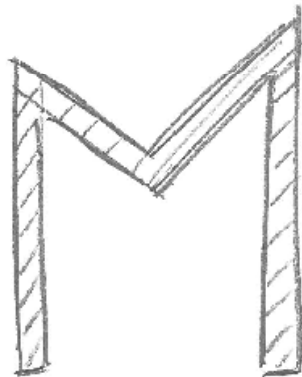
A few words on:



How we do OOH:

- NO TV
- LEAD MEDIA
- BRAND + SALES
- "MAJOR" SPENDER

A few minutes on:



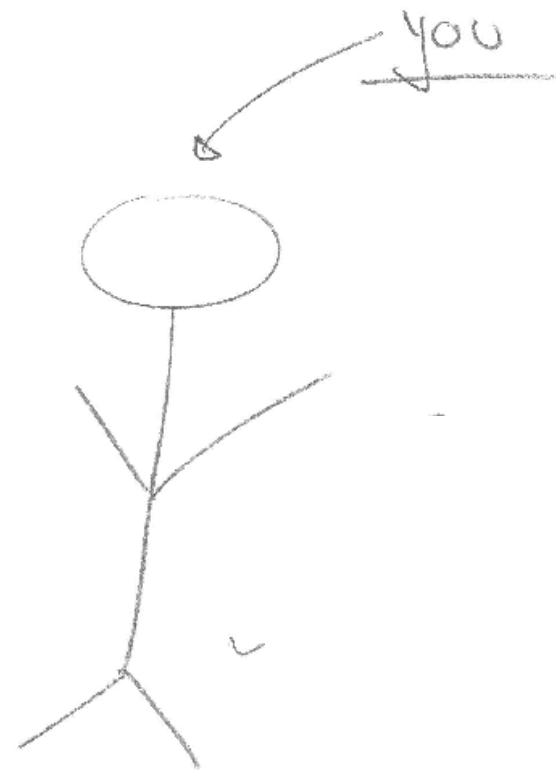
A FEW MINUTES ON:

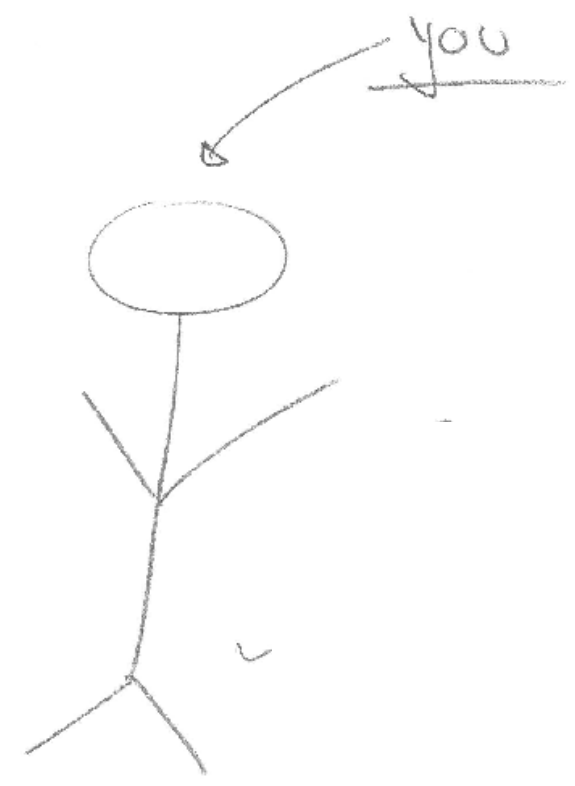
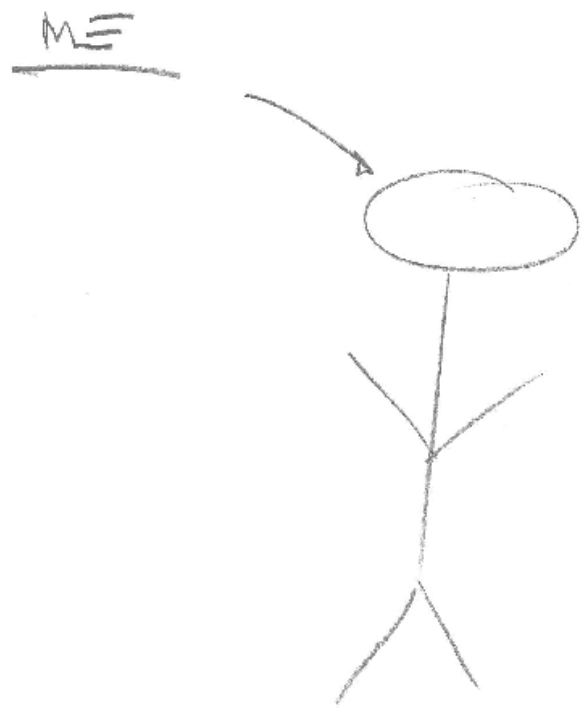
M

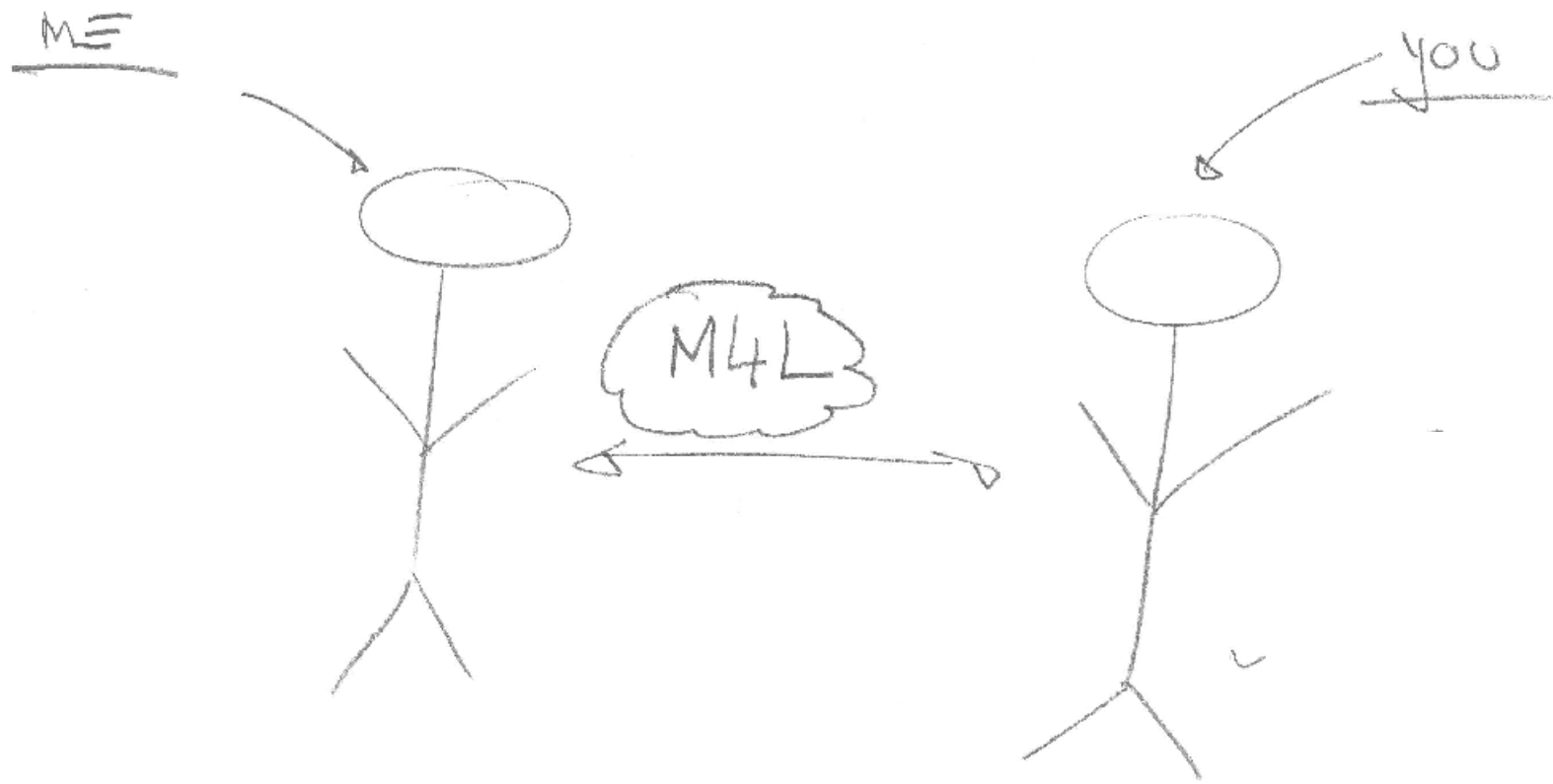
ORE

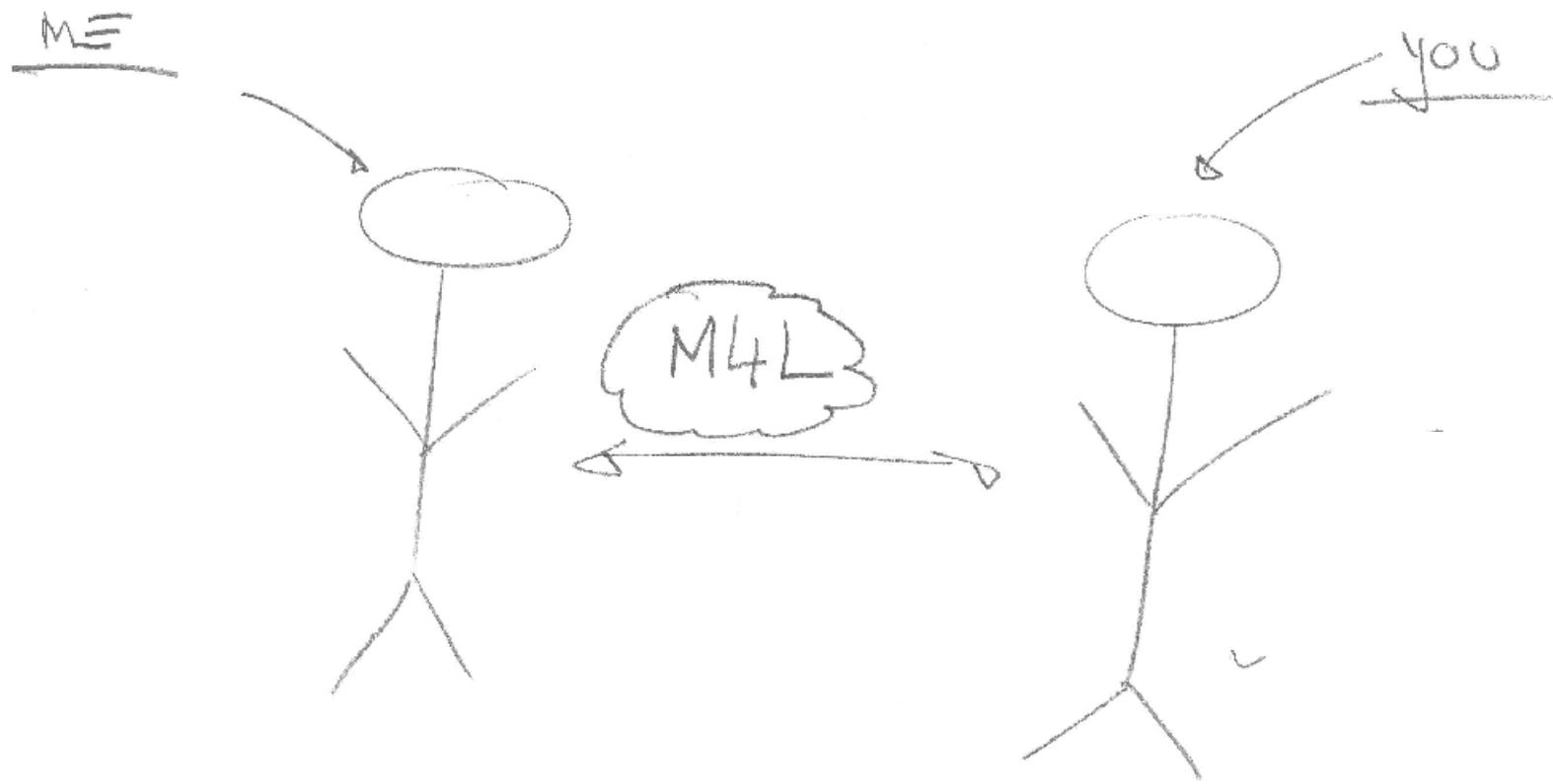
4

LESS





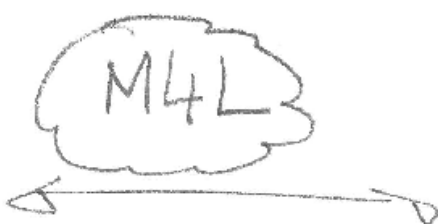
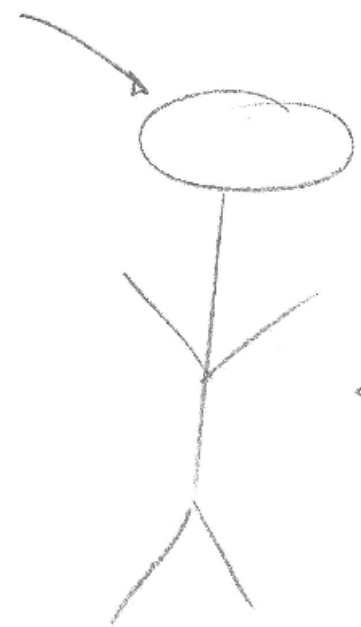




MORE POSTERS
4
LESS MONEY

MORE MONEY
4
LESS POSTERS

ME



you



- INFLATION
- INVEST
- QUALITY
- BOSS

MORE POSTERS
4
LESS MONEY

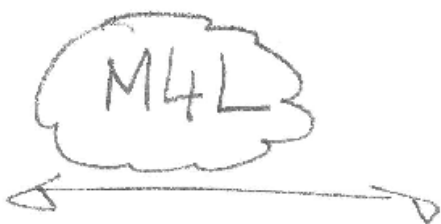
MORE MONEY
4
LESS POSTERS

ME

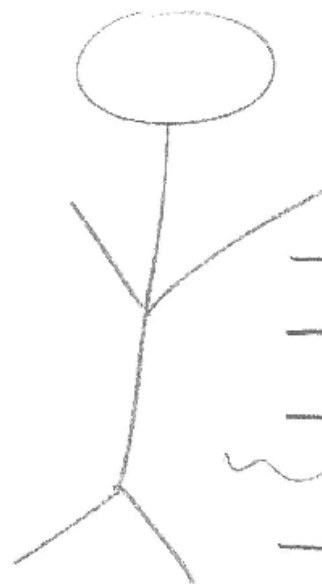


- ECONOMY
- COMPETITION
- BUDGET
- ~~~~~
- BOSS

MORE POSTERS
4
LESS MONEY

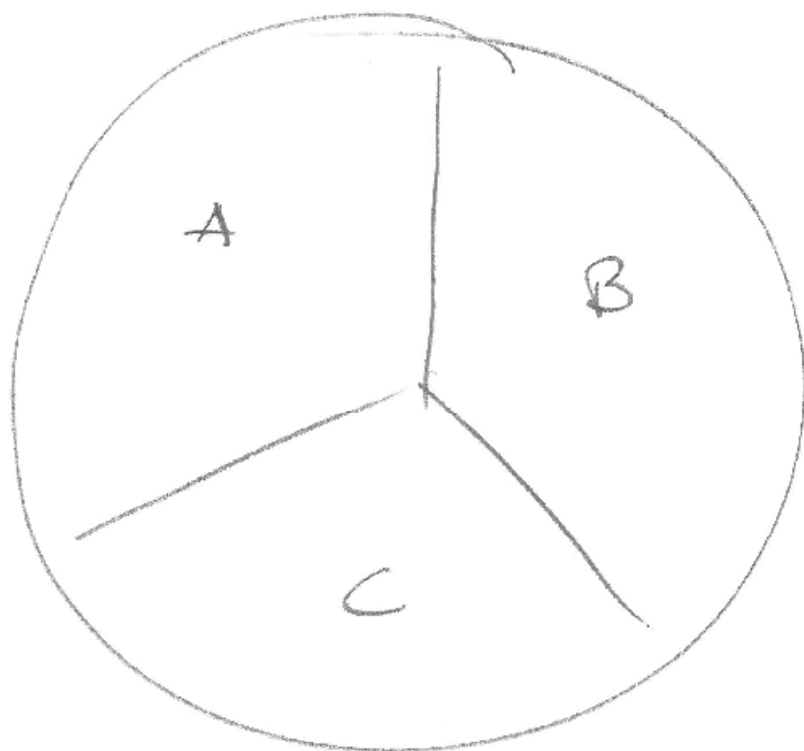


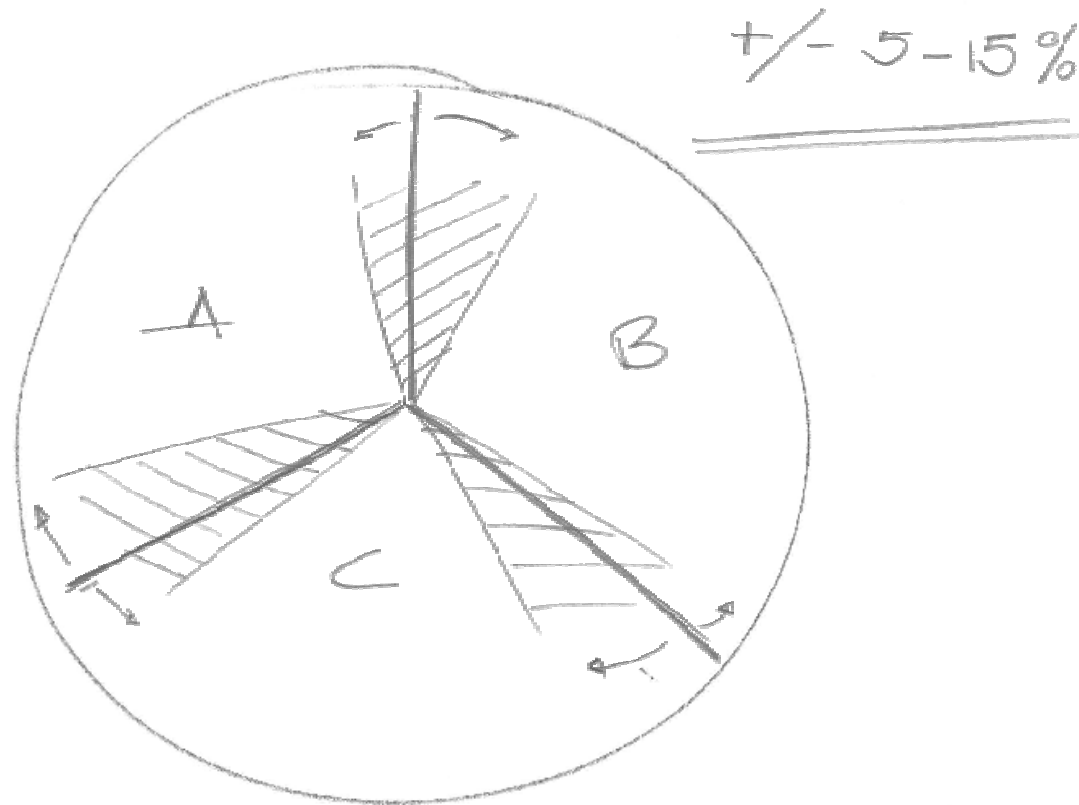
YOU



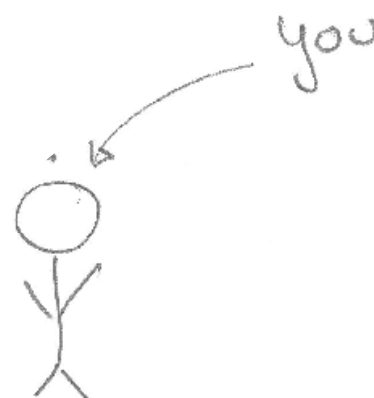
- INFLATION
- INVEST
- QUALITY
- ~~~~~
- BOSS

MORE MONEY
4
LESS POSTERS





TRUST ME !



TRUST ME !

ME



you



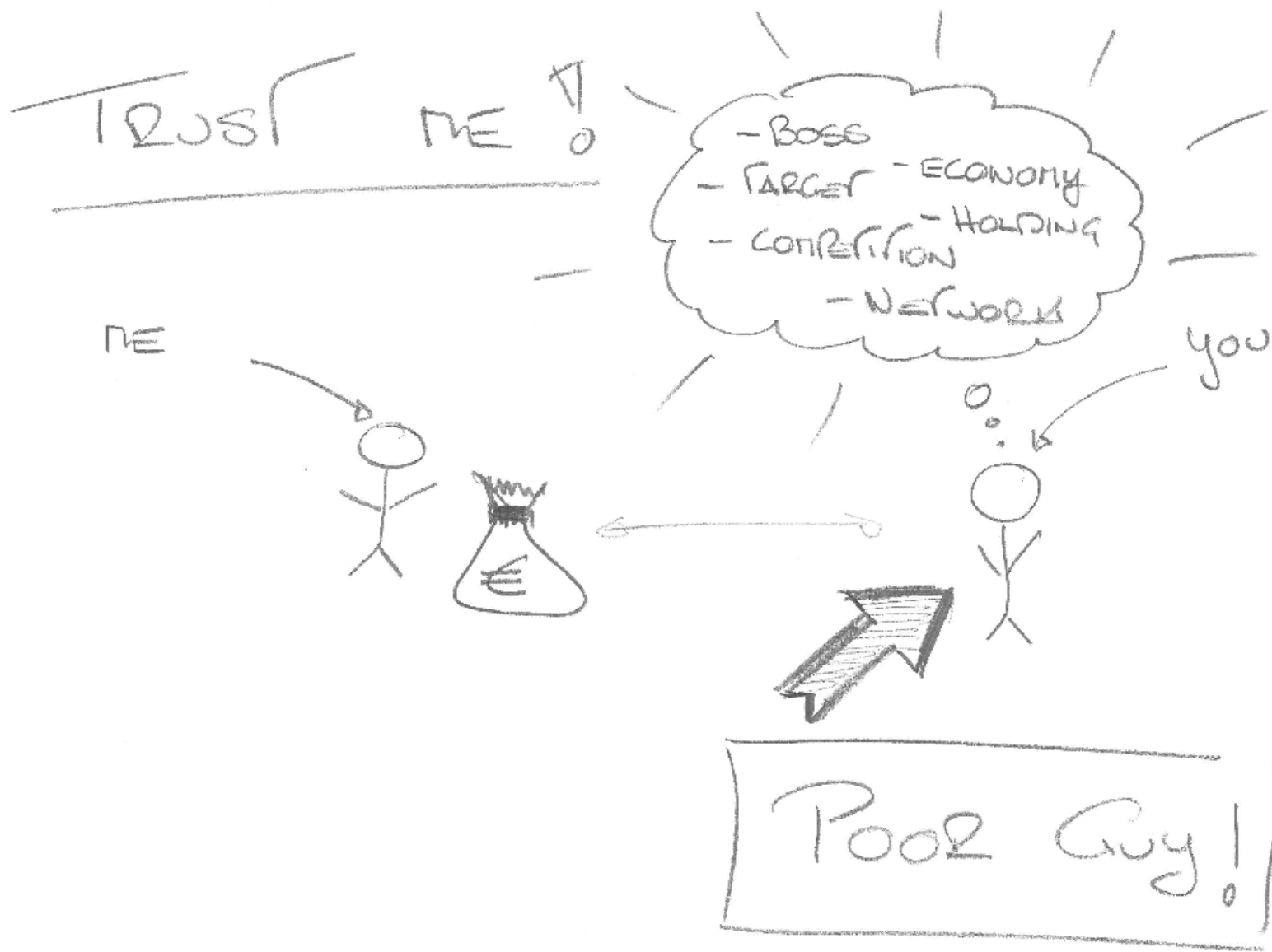
TRUST ME !

ME

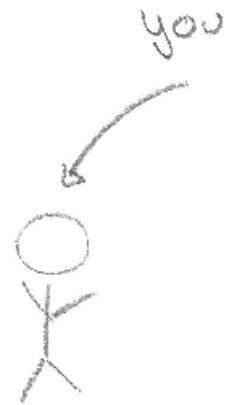


you

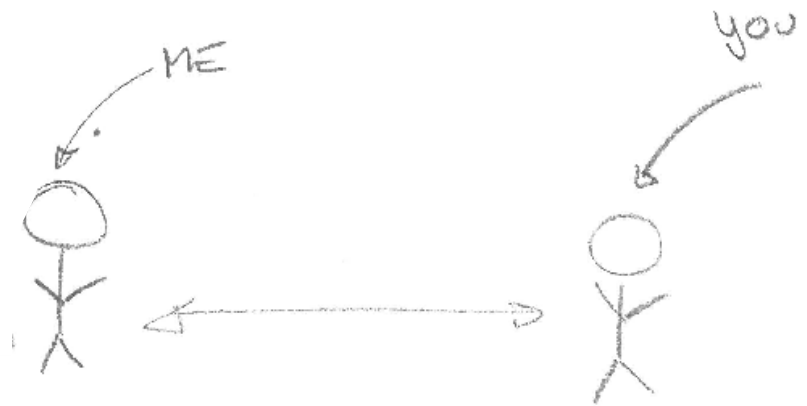




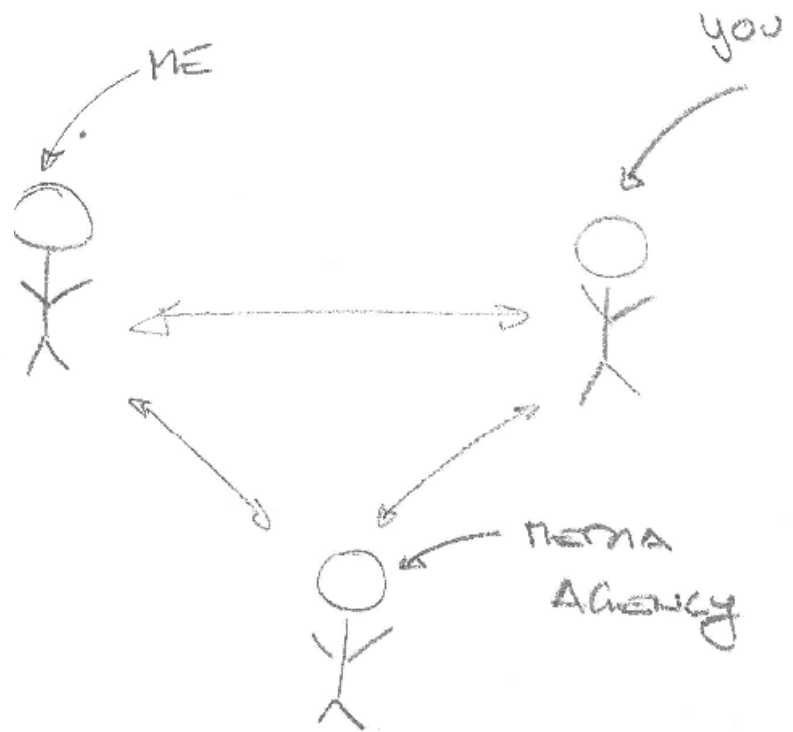
NOW Trust ME:



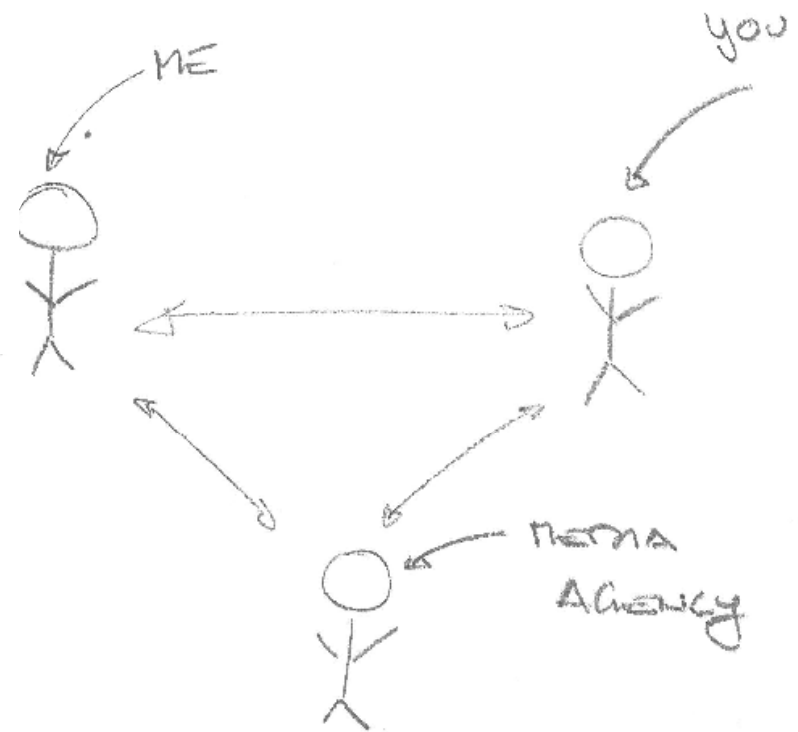
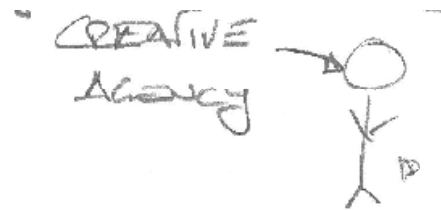
NOW Trust ME:



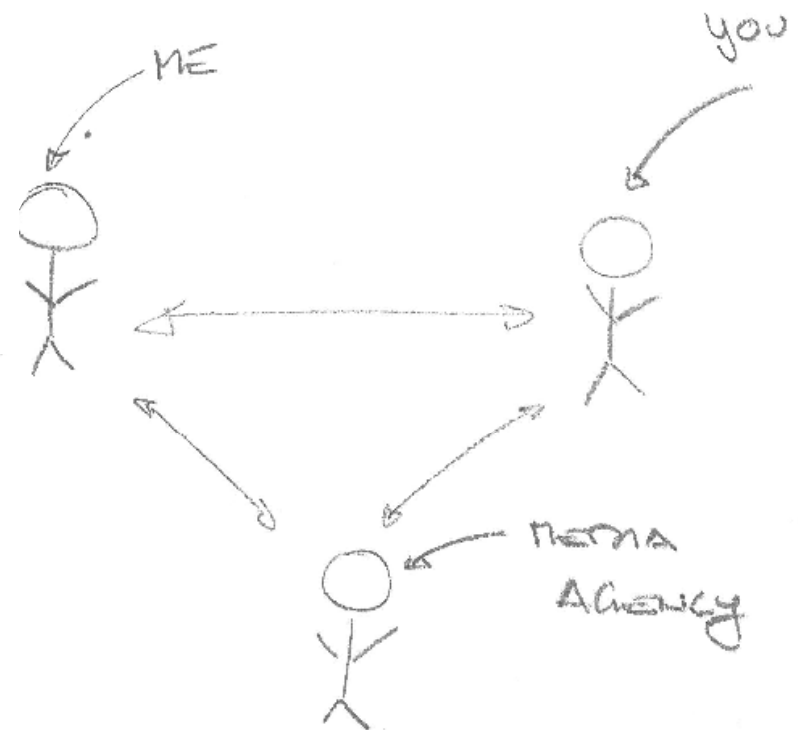
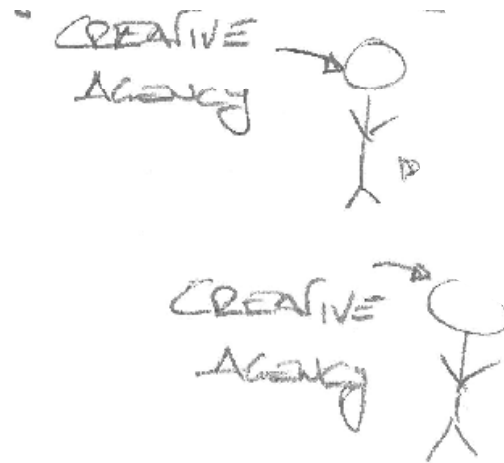
NOW Trust ME:



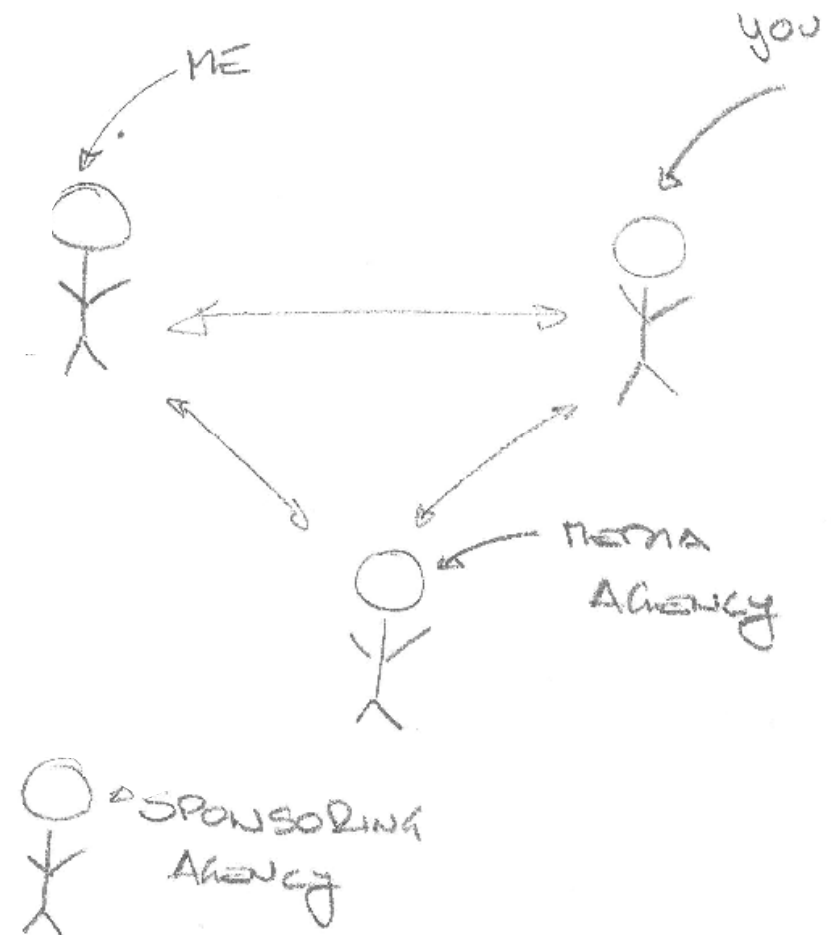
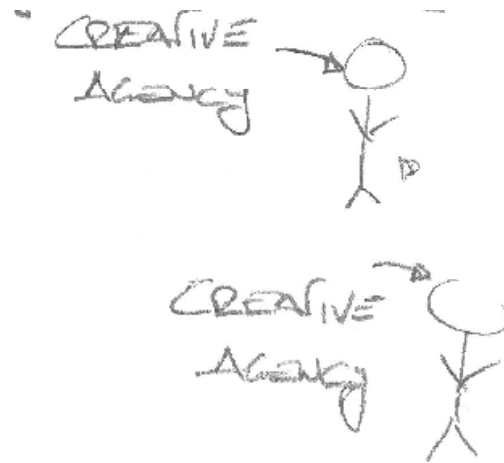
NOW TRUST ME:



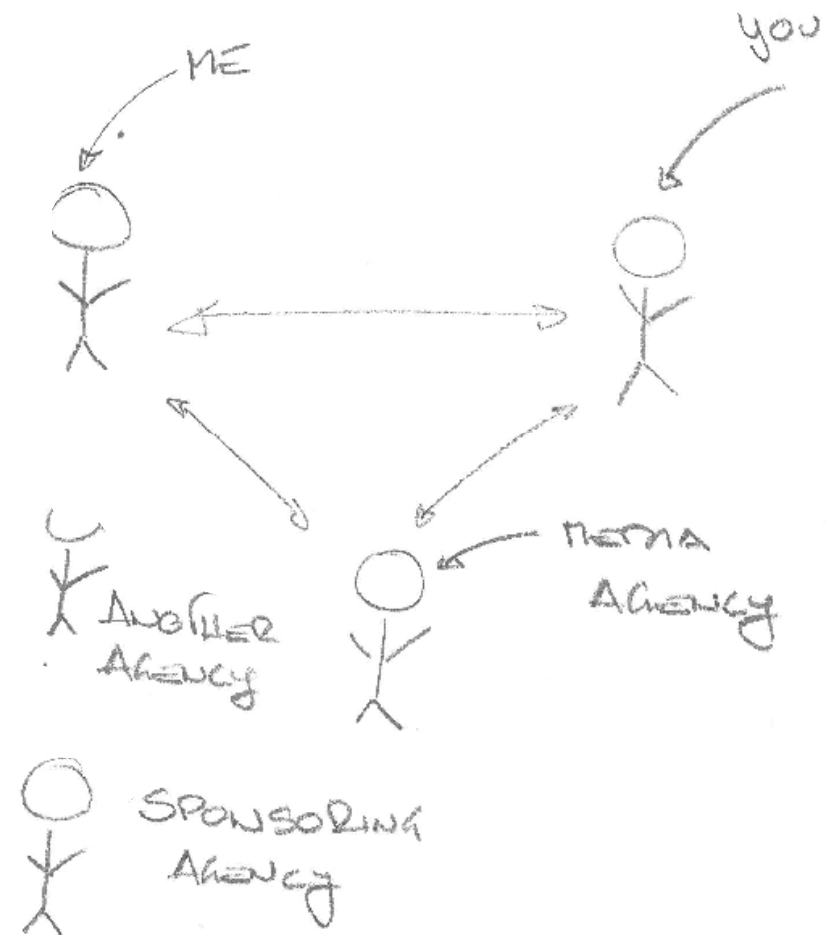
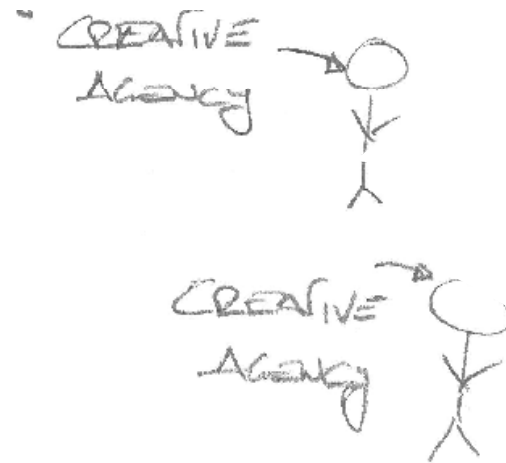
NOW TRUST ME:



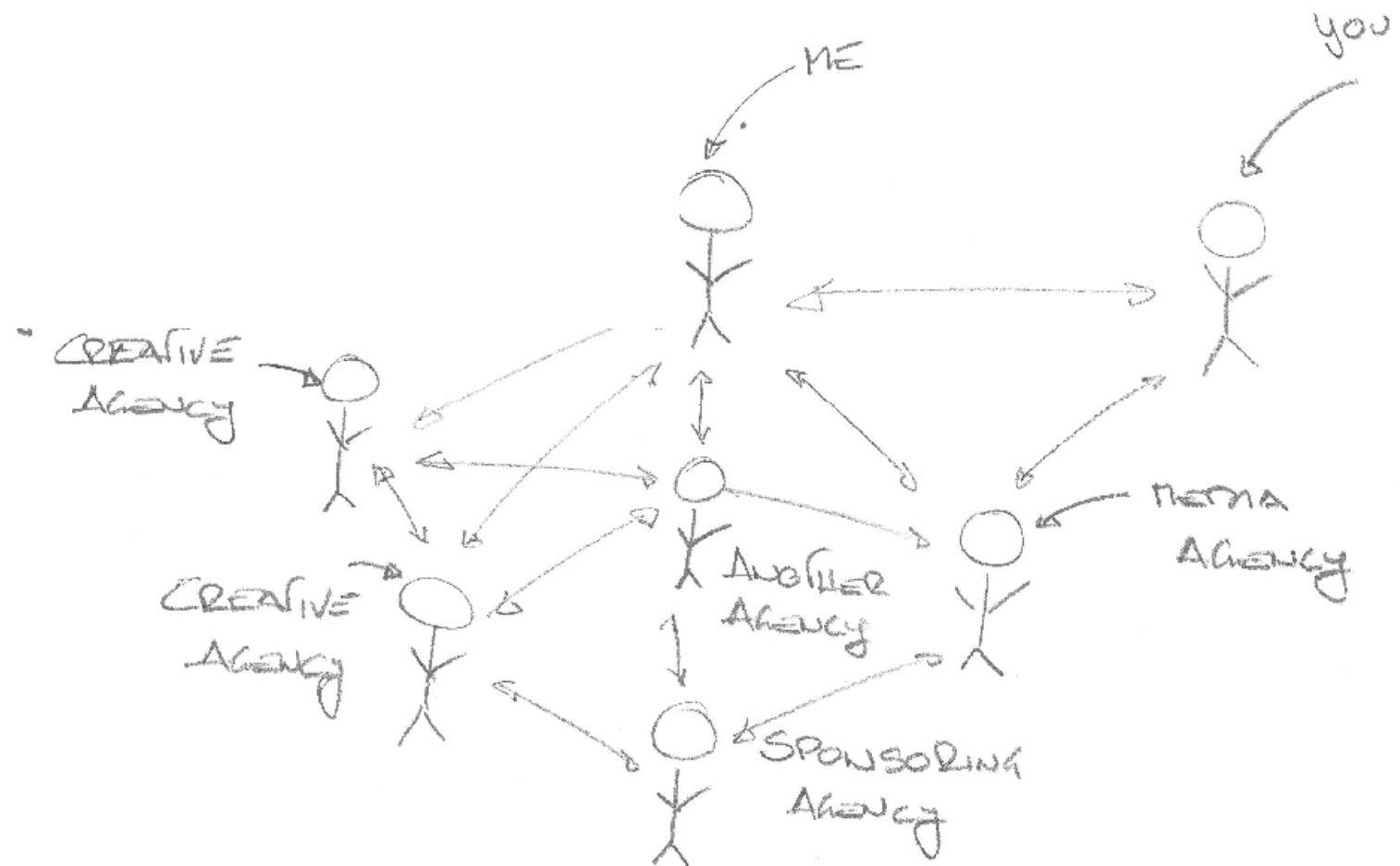
NOW TRUST ME:



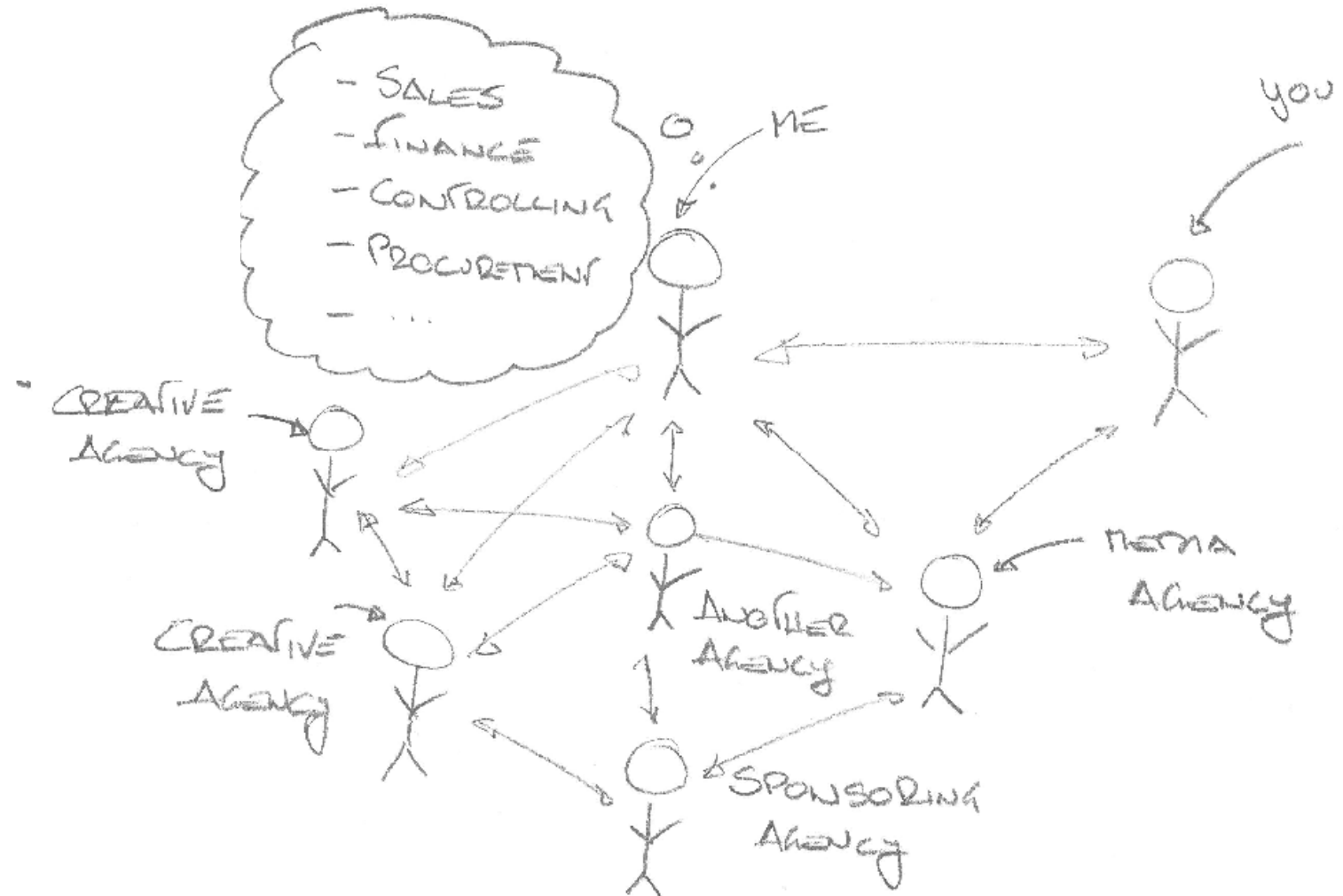
NOW TRUST ME:



NOW TRUST ME:

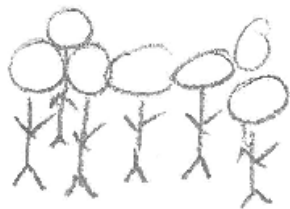


NOW TRUST ME:



NOW TRUST ME:

COMPETITION



ME

you

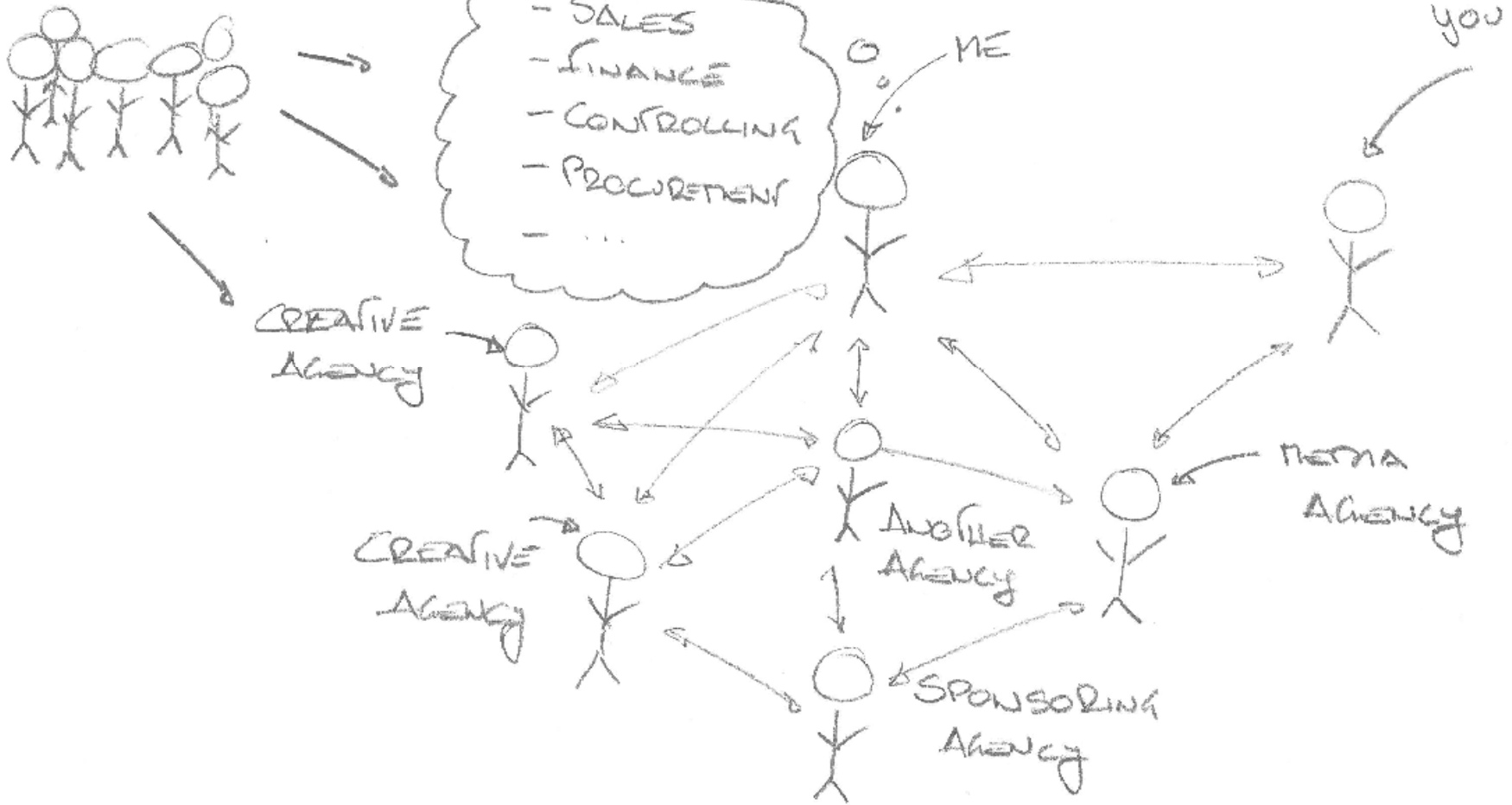
CREATIVE
Agency

CREATIVE
Agency

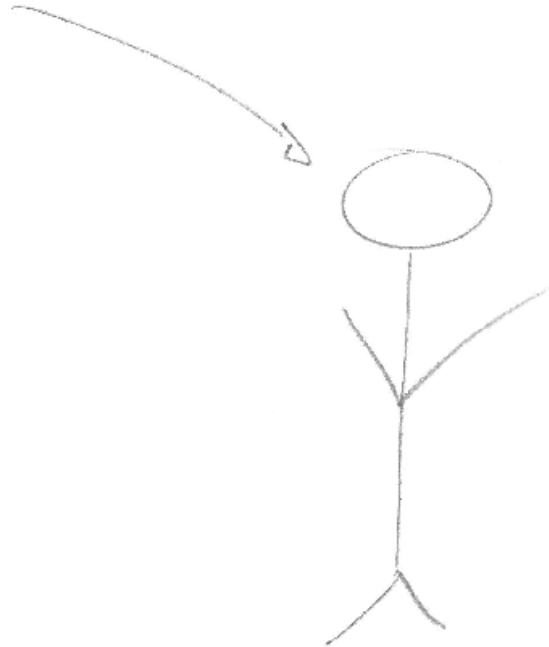
Another
Agency

SPONSORING
Agency

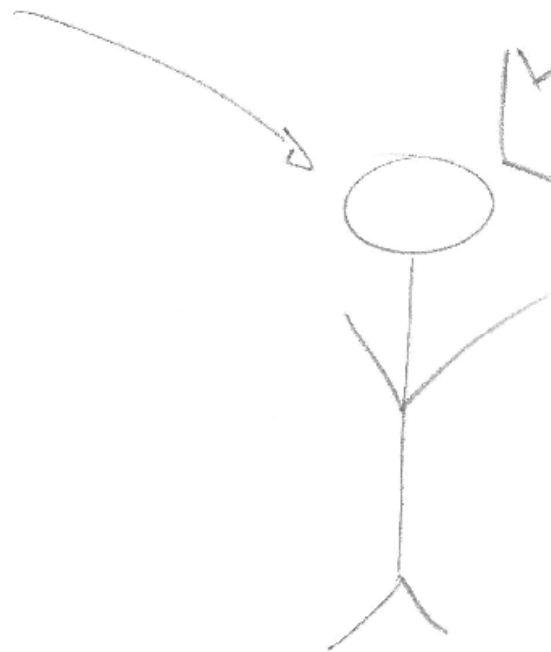
PERMA
Agency



Me



ME



THIS IS

THE

Pool Guy



Let us move ON!

Let us move ON!

M

4

M

Let us move ON!

MORE

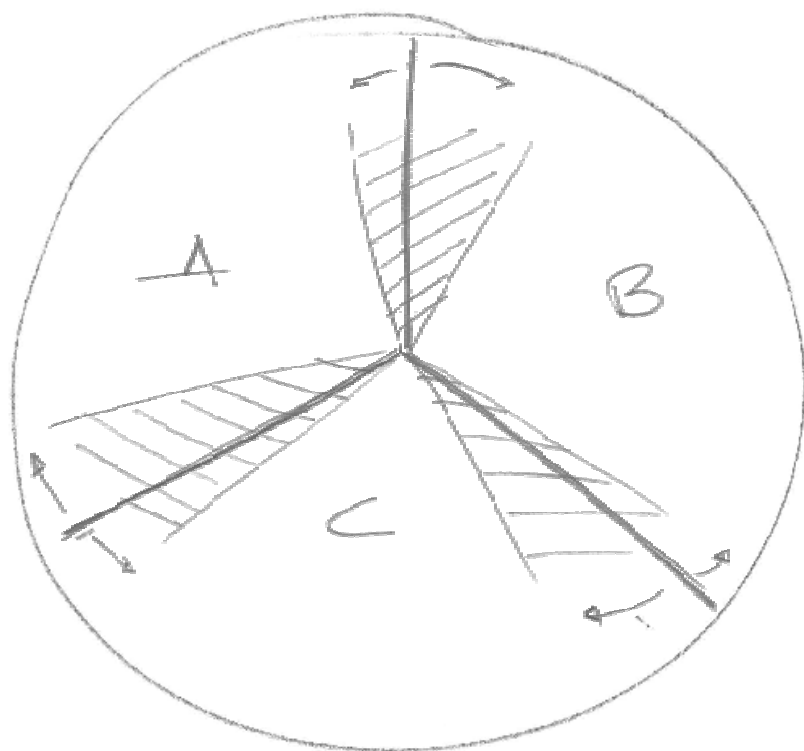
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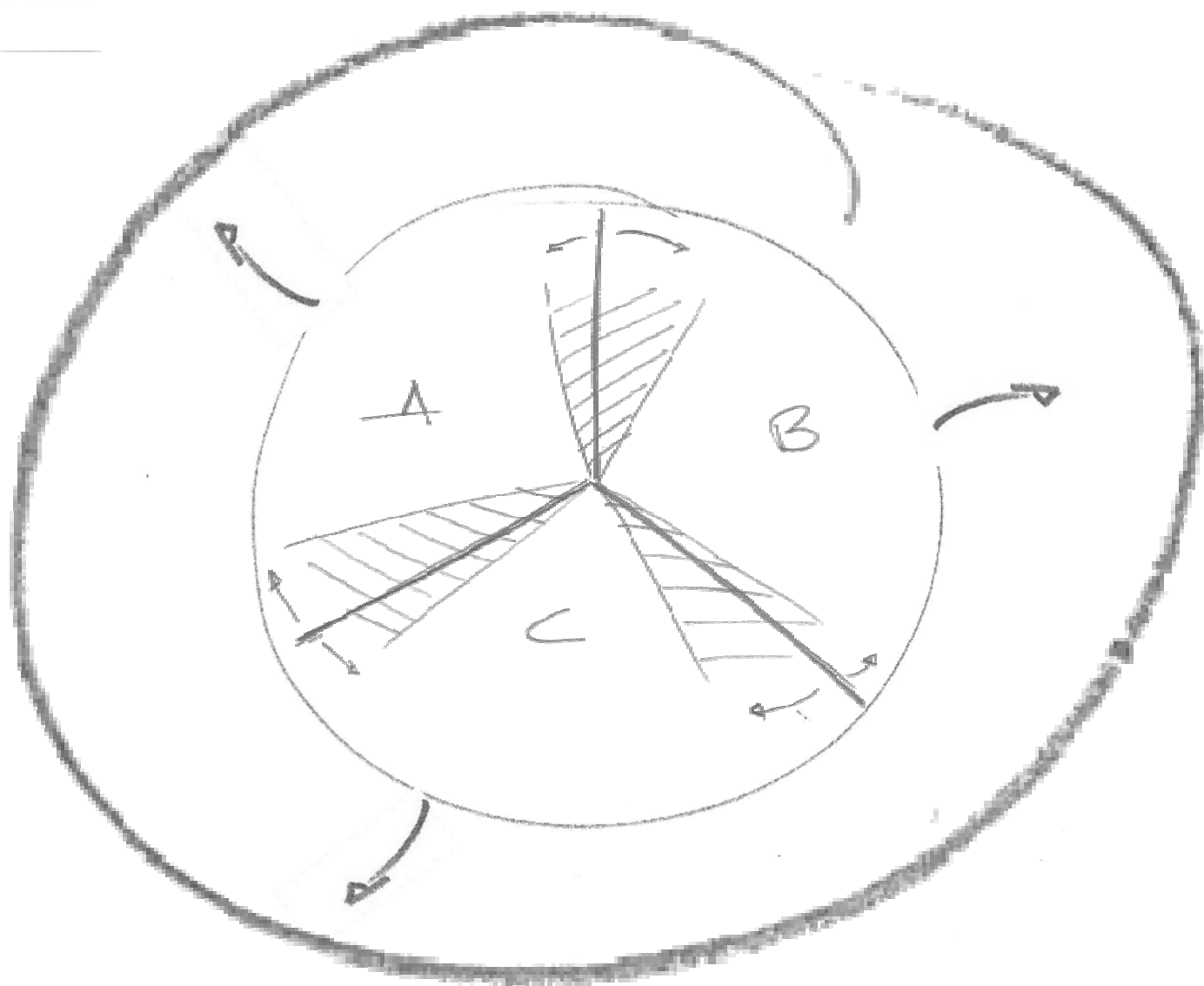
MORE

DO NOT TRY TO DIVIDE
THE CASE [ONLY],

DO NOT TRY TO DIVIDE
THE CAKE [ONLY],

—
YOU MUST GROW THE CAKE! ✓
0





A FEW MINUTES OF PURE

Honesty:

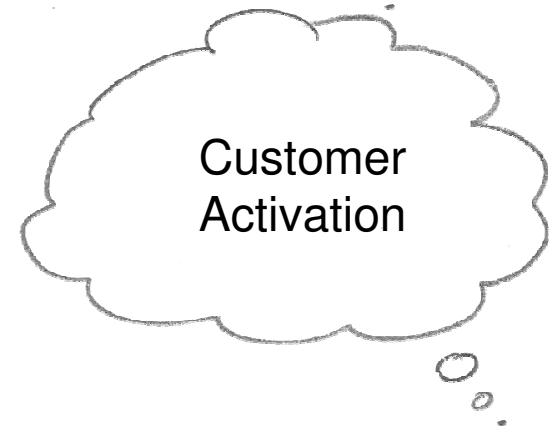
A FEW MINUTES OF PURE
Honesty:

THIS IS WHAT I REALLY
THINK ABOUT!









Shop
Frequency

Building
a
Brand

Communicational
Efficiency

Communication
Platforms

Customer
Activation





Shop
Frequency

Building
a
Brand

Communicational
Efficiency

Communication
Platforms

Customer
Activation

Differentiation



Shop
Frequency

Building
a
Brand

Communicational
Efficiency

Communication
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Customer
Activation

Differentiation

Selling
(lots & fast)



Shop
Frequency

Building
a
Brand

Communicational
Efficiency

Communication
Platforms

Customer
Activation

Differentiation

Selling
(lots & fast)

The
next
steps

Integrated Highspeed campaign across all channels

Highspeed USP as communication platform

Brand Communication			Brand Experience		
ATL	BTL	PR	Sponsoring	City based	Trade Mktg
<p>OOH / TV / Radio / Print / Internet</p> 	<p>2play- and 3play Mailings</p> 	<p>Media coops / PR-Events</p> 	<p>Formel 1 MS Kart Center / Speed Talk</p> 	<p>Q1 Promotion / Speed Cup and Simulator on Tour</p> 	<p>Store routing / Store branding</p> 

UNITYMEDIA = HIGHSPEED BRAND

BRAND COMMUNICATION

 BB	 SCS	 ...
---	--	--

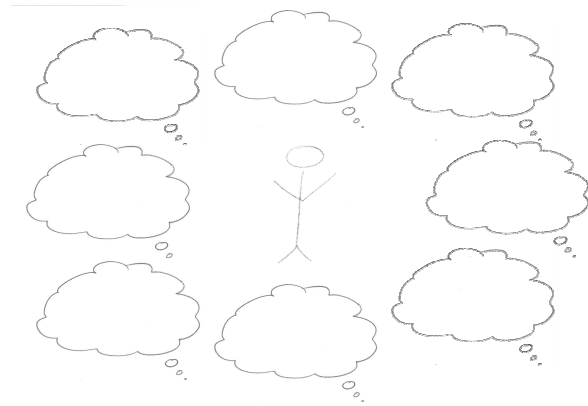
TV	x	x	
OOH	x	x	x
RADIO	x		x
SPONS			

BRAND EXPERIENCE

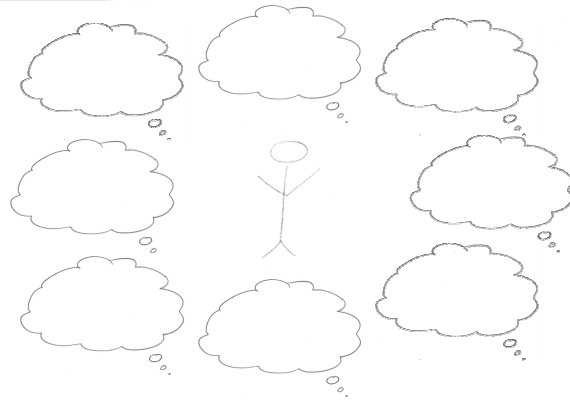
 TM	 CB	 ...
---	---	--

x		
x	x	x
	x	
x		







Understanding what I think about ...



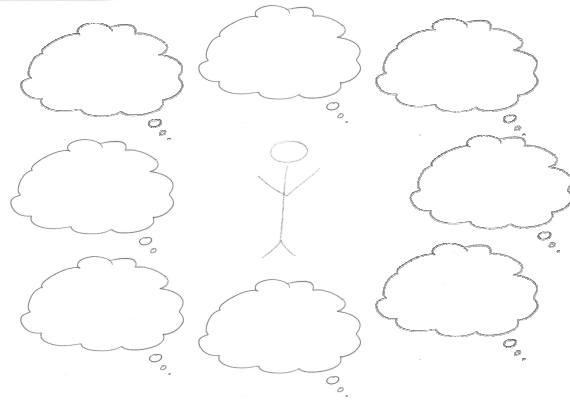
Understanding what I think about ...



... defines clearly where you can help me ...

Brand Communication			Brand Experience		
ATL	BTL	PR	Sponsoring	City based	Trade Mktg
<p>DOOH / TV / Radio / Print / Internet</p> 	<p>Display and Out-of-Home</p> 	<p>Media coverage / PR Events</p> 	<p>Format 1 / M&A Event Center / Speed Talk</p> 	<p>Q1 Promotion / Speed Cup and Simulator on Tour</p> 	<p>Store opening / Store branding</p> 

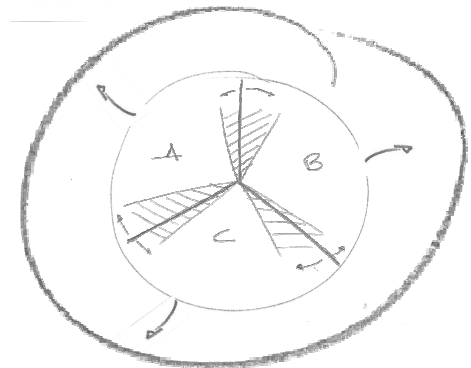
Understanding what I think about ...



... defines clearly where you can help me ...

Brand Communication			Brand Experience		
ATL	BTL	PR	Sponsoring	City based	Trade Mktg

... and grows the cake.





DIE HÄNGEN DIE KONKURRENZ JA GANZ LOCKER AB.

Mit dem Highspeed könnte
ich das auch.

Internet mit
echten 128.000
Sachen.




Unitymedia
Internet, Telefon & TV

THANK you very much!

THANK you VERY MUCH!

ooo By the way, I HAVE
Powerpoint.