



The Future of Marketing
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Agenda

1 HELLO OUT OF HOME

2 The Future of Marketing

HELLO LEADERSHIP!

HOTEL ADLON



HELLO PEOPLE!

BAHNHOF POTSDAMER PLATZ

BAHNHOF POTSDAMER PLATZ

www.onething.de

WENN DU IM
LEBEN NUR
EINEN MENSCHEN
KÜSSEN KÖNNTEST,
WER WÄRE ES?

FAHRKARTEN SIGHTSEEIN



IF YOU COULD ONLY
KISS **ONE PERSON**
FOR THE REST OF
YOUR LIFE, WHO
WOULD IT BE?

WENN DU IM
LEBEN NUR
EINEN MENSCHEN
KÜSSEN KÖNNTEST,
WER WÄRE ES?



WENN DU IM
LEBEN NUR
EINEN MENSCHEN
KÜSSEN KÖNNTEST,
WER WÄRE ES?

Teile deine Antwort: www.something.de



Das Auto.



IRA
KÜSST
MATZE



HELLO POSITIONING!



ASAP.
AS SUN AS
POSSIBLE.

www.beetle.de

FATHER AND SUN



The Beetle Cabriolet.



Das Auto.

HELLO IMPACT!



Volkswagen City Emergency Brake.
For when you get distracted.



Das Auto.

City Emergency Brake is available as an optional extra on select models within the Volkswagen Range. For more information including recommended retail prices please visit www.volkswagen.co.uk



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HELLO AWARENESS!



HELLO VISIBILITY!





HELLO UNEXPECTED!



HELLOINSPIRATION!



Think Blue. Thank You.
Chettuvayal is the first CD+ Free Battery.



Chettuvayal



RUNNING A PLANT



Think Blue. Thank You.
Chertowneagle is the first CDP Free Battery.





RUNNING A PLANT WITHOUT



Think Blue. Thank You.
Chertowenge is the first CO₂ Free Battery.





**RUNNING A PLANT
WITHOUT
RUINING THE PLANET.**



Think Blue. Thank You.
Chargerange is the first CO₂ free Battery.



HELLO OUT OF HOME!

HELLO TOMORROW!