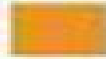


Bettina Frantzen



# Grundlagen einer erfolgreichen Anzeigengestaltung

Studienarbeit

# Grundlagen Erfolgreichen Anzeigengestaltung Bettina Frantzen

**Bettina Gasser**



## **Grundlagen Erfolgreichen Anzeigengestaltung Bettina Frantzen:**

**Grundlagen einer erfolgreichen Anzeigengestaltung** Bettina Frantzen, 2015-10-01 Die Anzeige das ist jenes Werbemittel welches sich als Kuckucksei im fremden Nest behaupten muss Der Leser kauft eine Zeitschrift der Inhalte nicht der Werbung wegen diese unterbrechen ihn im schlimmsten Fall nur in seiner Lektüre Im gesamten Printbereich gibt es nichts Vergleichbares das Behaupten in direkter Nachbarschaft von Gleichgesinnten Daher ist es wichtig die Grundlagen und Tipps zur Gestaltung zu kennen und für eine erfolgreiche Anzeigenwirkung umzusetzen In der vorliegenden Studie werden zunächst die Begriffe Werbemittel und Anzeige definiert und deren Zusammenhang wird erklärt Es folgt eine Auflistung und Erläuterung der unterschiedlichen Werbeträger deren Kenntnis unabdinglich für eine erfolgreiche Anzeigengestaltung ist Schließlich bilden die Copy Strategie formale und sprachliche Gestaltungsgrundlagen sowie die vor und nach der Anzeigenschaltung durchführbaren Messverfahren den Hauptteil dieser Arbeit

Erfolgreiche Anzeigengestaltung Bettina Gasser, 2007 Studienarbeit aus dem Jahr 2005 im Fachbereich BWL Marketing Unternehmenskommunikation CRM Marktforschung Social Media Note 1,5 Universität Leoben Veranstaltung Marketing 32 Quellen im Literaturverzeichnis Sprache Deutsch Abstract Die Menschen lesen nur was sie interessiert und manchmal ist es eine Anzeige Howard Gossage Die Anzeige das ist jenes Werbemittel welches sich als Kuckucksei im fremden Nest behaupten muss Der Leser kauft eine Zeitschrift der Inhalte nicht der Werbung wegen diese unterbrechen ihn im schlimmsten Fall nur in seiner Lektüre Im gesamten Printbereich gibt es so etwas sonst nicht das Behaupten in direkter Nachbarschaft von Gleichgesinnten dazu noch als ungebetener Gast Daher ist es wichtig die Grundlagen und Tipps zur Gestaltung zu kennen und für eine erfolgreiche Anzeigenwirkung umzusetzen Im Folgenden werde ich zunächst die Begriffe Werbemittel und Anzeige definieren und deren Zusammenhang erklären Es folgt eine Auflistung und Erläuterung der unterschiedlichen Werbeträger deren Kenntnis unabdingbar ist für eine erfolgreiche Anzeigengestaltung Die Copy Strategie formale und sprachliche Gestaltungsgrundlagen sowie die vor und nach der Anzeigenschaltung durchführbaren Messverfahren bilden den Hauptteil dieses Werkes Testimonials Humor und Coupon Anzeigen sind altbewährte Anzeigentrends doch ergeben sich auch immer wieder neue Möglichkeiten deren Kenntnis und Beispiele zur Umsetzung sollen natürlich im Weiteren nicht fehlen Der letzte Teil dieser Publikation ist einem sehr interessanten Blick in die Zukunft gewidmet in dem verschiedene Personen ihre Vision zum Thema Anzeige in 20 Jahren zu Protokoll geben Meine eigene Sichtweise und Erfahrungen als Mediengestalterin runden dieses Werk zum Thema Erfolgreiche Anzeigengestaltung ab

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