



Celebrity Marketing am Beispiel "L'Oréal". Vergleich Deutschland und China

By Stephan Wisniewski

GRIN Verlag GmbH Nov 2014, 2014. Taschenbuch. Book Condition: Neu. 203x75x5 mm. This item is printed on demand - Print on Demand Neuware - Studienarbeit aus dem Jahr 2014 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,3, Cologne Business School Köln, Sprache: Deutsch, Abstract: Den gleichen Kaffee trinken wie George Clooney, das gleiche Parfum auftragen wie Julia Roberts oder den gleichen Renault fahren, den Sebastian Vettel fährt. Ein Stück Prominenz zum kaufen also (Schmid, S. 6, 2011). Das ist es, was viele Menschen sich wünschen und der Grund dafür warum Testimonials in der Werbekommunikation eine so große Rolle spielen. Während in Deutschland der Anteil an Werbespots mit Prominenten auf gerade einmal zehn bis 15 Prozent geschätzt wird, ist in China mit 25 Prozent und in Japan sogar nahezu die Hälfte der Werbung mit sogenannten Celebrities besetzt (Schmid, S. 6, 2011; Praet, S. 5, 2004). Das Meer an Werbespots, mit dem die Konsumenten tagtäglich überflutet werden, veranlasst Unternehmen diese Art der Kommunikationspolitik zu nutzen. Die Werbung mit Prominenten ist eine Alternative zu den normalen Werbespots und soll nach Möglichkeit Schlüsselreize bei den Konsumenten auslösen und so Wettbewerbsvorteile generieren (Nufer & Heider, S. 1, 2012). Im Rahmen dieser...



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