



Erfolgsfaktoren von Product Placements in Filmen am Beispiel Sex and the City 2 (German Edition)

Linda Kajuth

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Bachelorarbeit aus dem Jahr 2015 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 2,2, Europäische Fernhochschule Hamburg (BWL & Wirtschaftspsychologie), Sprache: Deutsch, Abstract: Die klassische TV Werbung allein ist für immer weniger Unternehmen ein zufriedenstellendes Marketinginstrument. Viele Fernsehzuschauer vermeiden Werbung, wenn möglich, indem sie sich während der Werbung mit anderen Dingen beschäftigen oder den Kanal wechseln. Die vorliegende Arbeit beschäftigt sich mit dem deshalb stetig beliebter werdenden Marketinginstrument – dem Product Placement. Zunächst werden die Grundlagen zu dieser Thematik erläutert und anschließend detaillierter auf die State-of-the-art bezüglich der Erfolgsfaktoren von Product Placements eingegangen. Abschließend werden die Product Placements des Films „Sex and the City 2“ identifiziert und anhand der beschriebenen Erfolgsfaktoren kategorisiert. Aus diesen Beobachtungen werden schließlich potentielle Handlungs- und Forschungsempfehlungen für die Wirtschaft und Wissenschaft abgeleitet.

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