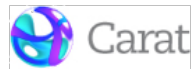


Marketing: How to stage a successful market launch – tools, requirements, alliances, cost

Geneva

1st December 2010

Posterscope



Vizeum

isobar

iProspect.

Christian Zimmer



Managing Director Isobar Germany / leading the group's digital activities & innovations

Member of the German & CE Board

FOMA (German Digital Agency Union) spokesman

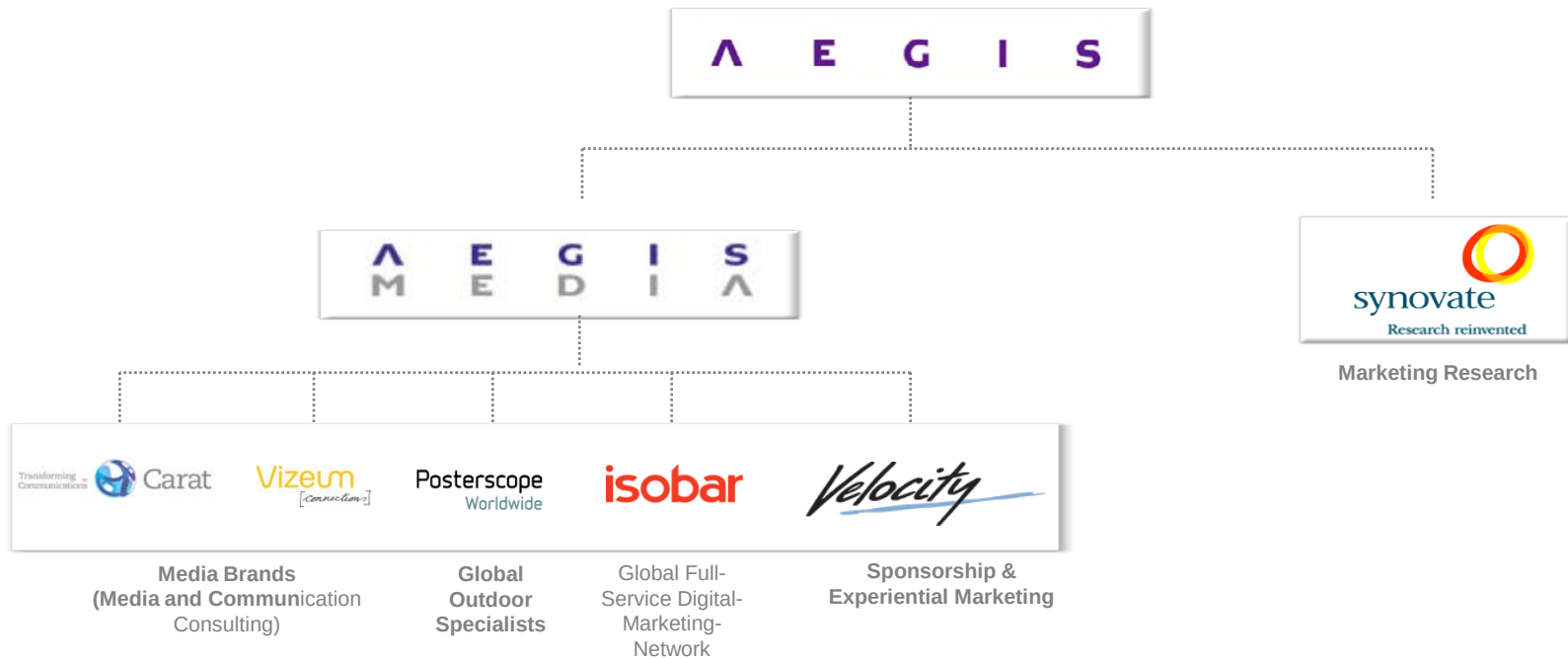
17 years experience in agencies (traditional/digital)

Digital native – starting with digital in 1997

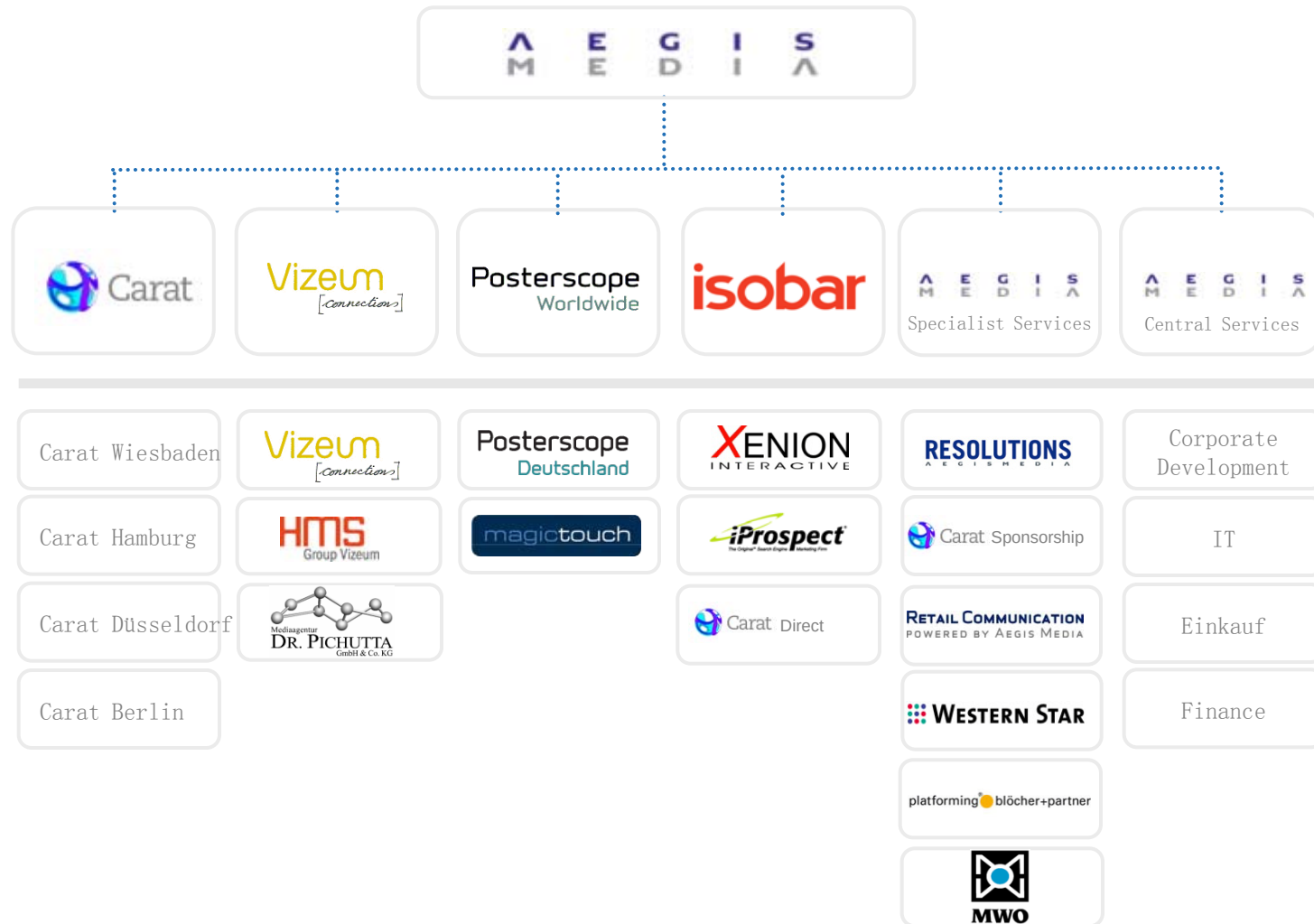
Degree in communications

A Brief introduction into Aegis Media

Global organisation – Aegis Group plc



Aegis Media Group Germany – integrated specialists



9.800 Employees
132 Cities
82 Countries

EMEA
Algiers
Almaty
Amman
Amsterdam
Athens
Århus
Bahrain
Barcelona
Beirut
Belgrade
Berlin
Bilbao
Bologna
Bratislava
Brussels

Bucharest
Budapest
Cairo
Cape Town
Casa Blanca
Copenhagen
Damascus
Doha
Dubai
Dublin
Dusseldorf
Edinburgh
Florence
Frankfurt
Glasgow
Gothenburg

Hamburg
Helsinki
Istanbul
Jeddah
Kiev
Kuwait City
Lagos
Lausanne
Lille
Lisbon
Ljubljana
London
Madrid
Malmo
Manchester
Marseille

Milan
Minsk
Moscow
Munich
Muscat
Odense
Oslo
Paris
Porto
Prague
Riga
Riyadh
Rome
Sarajevo
Skopje
Sofia

Stockholm
Tallinn
Tampere
Tel Aviv
Tirana
Trondheim
Tunis
Turin
Valencia
Vienna
Vilnius
Warsaw
Wiesbaden
Zagreb
Zurich

Americas
Atlanta
Boston
Chicago
Dallas
Los Angeles
Memphis
Montreal
New York
San Francisco
Toronto
Wilton

Asuncion
Bogota
Buenos Aires
Brasilia
Caracas
Guatemala City
Lima
Mexico City
Montevideo
Panama City
Rio de Janeiro
San Juan
San Salvador
Santiago
Santo Domingo
Sao Paulo

Asia Pacific
Auckland
Bangalore
Bangkok
Beijing
Chengdu
Christchurch
Delhi
Dalian
Fuzhou
Guangzhou
Hanoi
Hong Kong
Jakarta

Kuala Lumpur
Manila
Melbourne
Mumbai
Osaka
Pune
Seoul
Shanghai
Singapore
Sydney
Taipei
Tokyo
Wellington
Wuhan

Our global clients



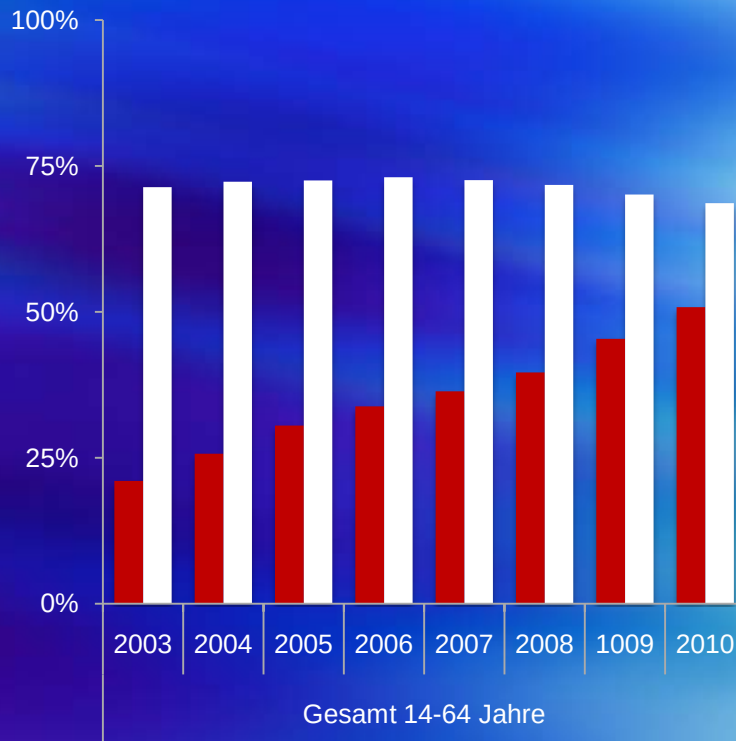


now

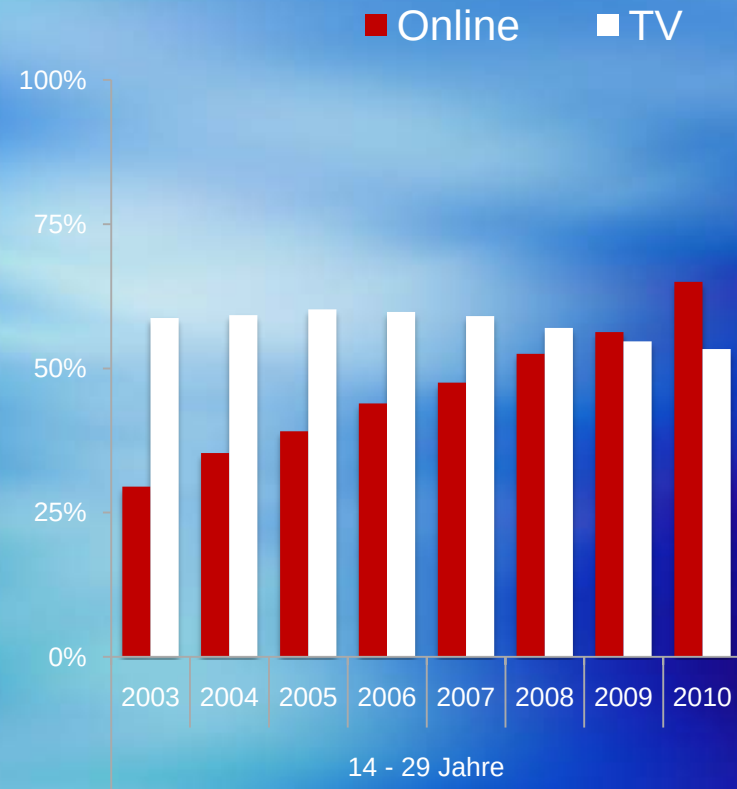
tomorrow

yesterday

Strong increase in daily reach



Adults 14-64

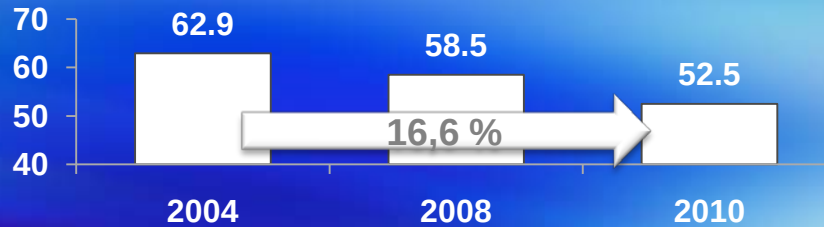


Adults 14-29

Source: Tagesreichweiten Online: ACTA 2003-2010
Tagesreichweiten TV: GfK, 2003 - 2010, 2010 nur

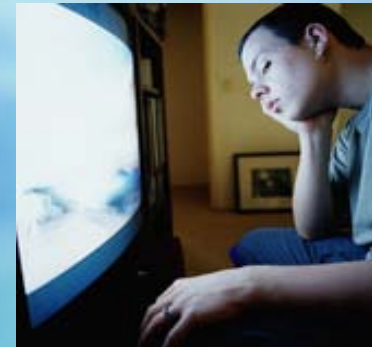
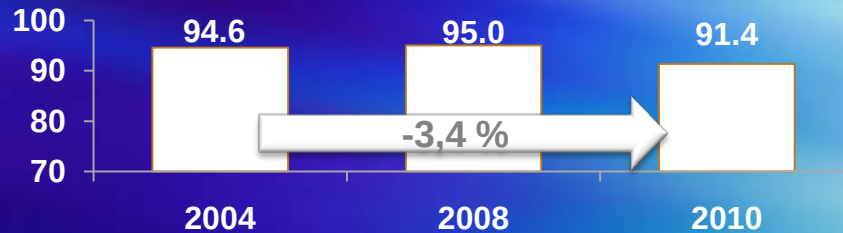
Young target audiences change their media usage

TZ – net reach - Adults 14-29



Quelle: ma Pressemedien II (2004 2008, 2010), TZ gesamt (überregionale Tages- und Wochenzeitungen + Kaufzeitungen + regionale Tageszeitungen und Kombinationen ohne Überschneidungen)

TV – net viewer - Adults 14-29



Quelle : AGF/GfK Fernsehforschung; pc#tv-aktuell; Fernseh.p.(D)/Alle Ebenen/BRD gesamt; TV Gesamt 3-3 Uhr, kum. Seher in %, durchschn. Monat (60Sek. konsekutiv)

Digital - Net reach - Adults 14-29



Quelle : Acta, letzte Nutzung des Internets gestern



now

tomorrow

yesterday

Successful Marketing



**Crucial for success:
Touchpoint and Timing**

Message & Media

Brand

Target Audience

Advertising a Monster-Truck
is easy



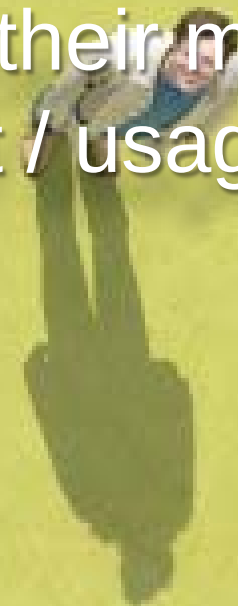


CCS

Who are my most
valuable clients?

Who are my opinion
leaders?

How is their media
habist / usage?



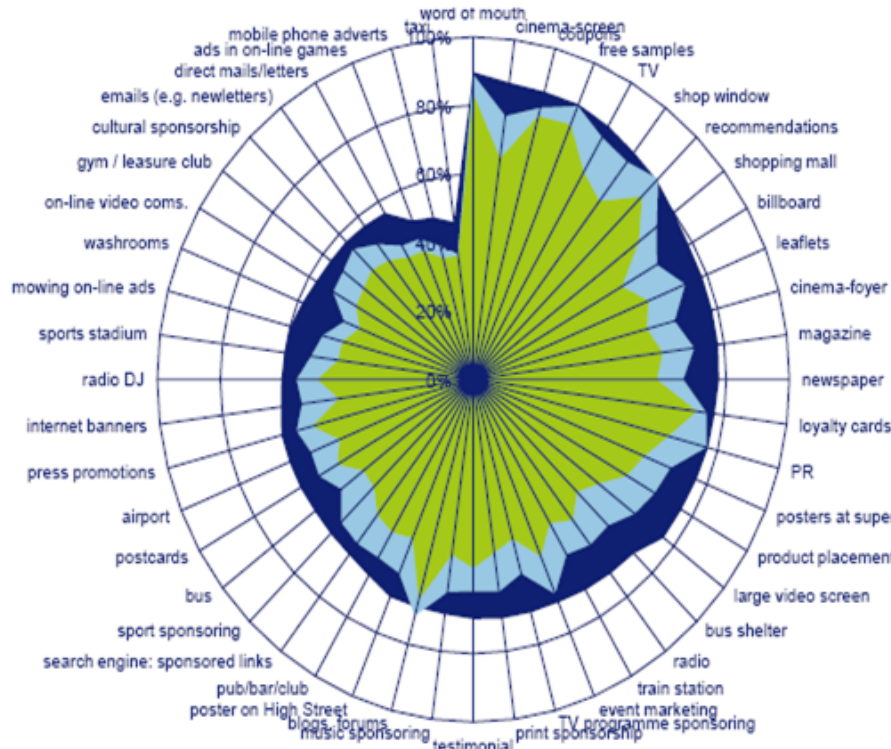


A day in a life of a...Technology Leader (Mon-Fri)



Tech. Stylists

From awareness to a change in behaviour



TECH STYLISTS (n=741, Pot.: 3,37 Mio.)

Age: 17-34 years old adults

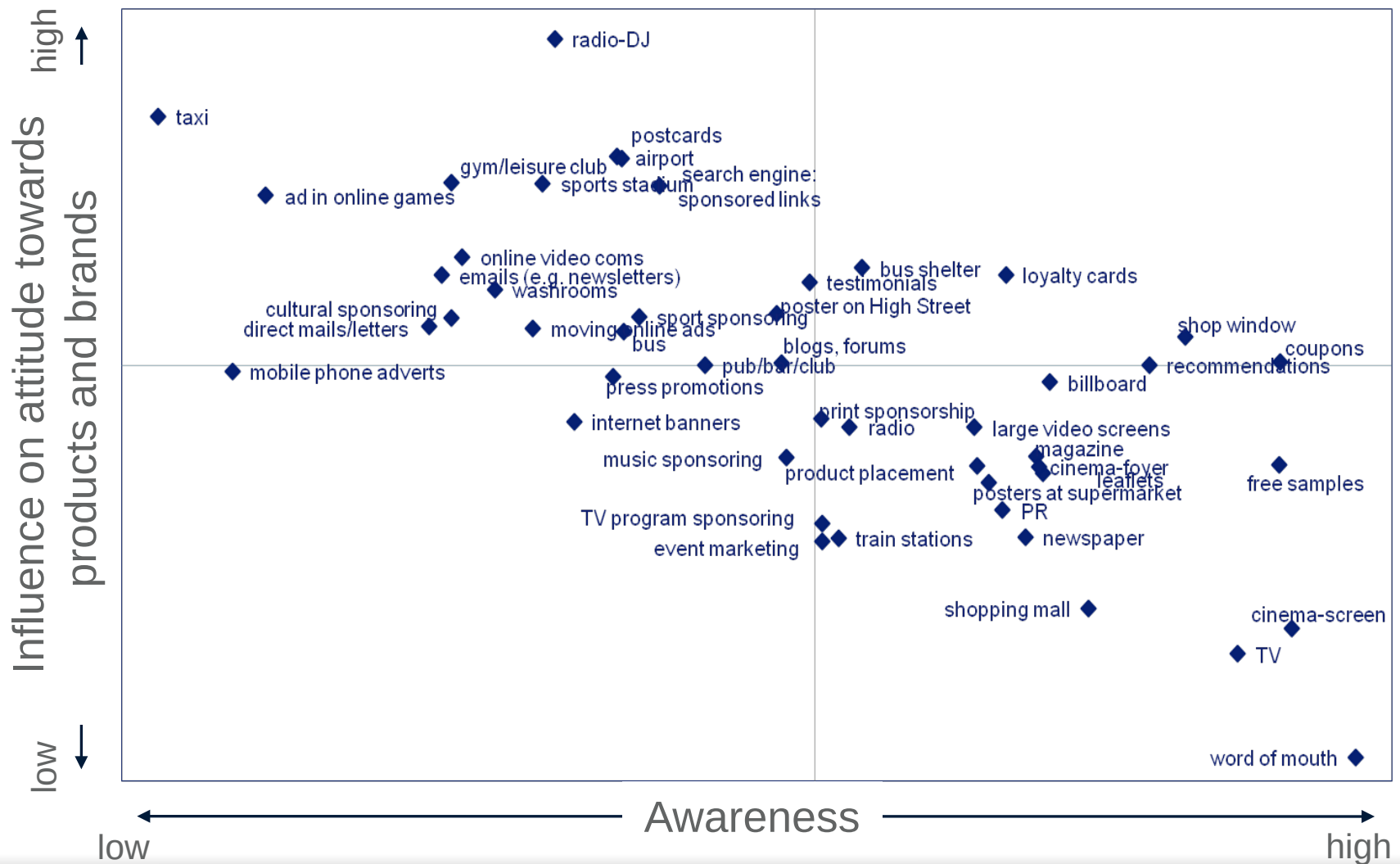
Agree with the at least 4 of the following:

- I like other people to approve of the brands that I buy
- I don't mind paying for quality
- I spend quite a lot of money on clothes for myself
- I love to buy new gadgets and appliances
- I buy the newest fashion brands & styles available
- My personal appearance says a lot about the person I am

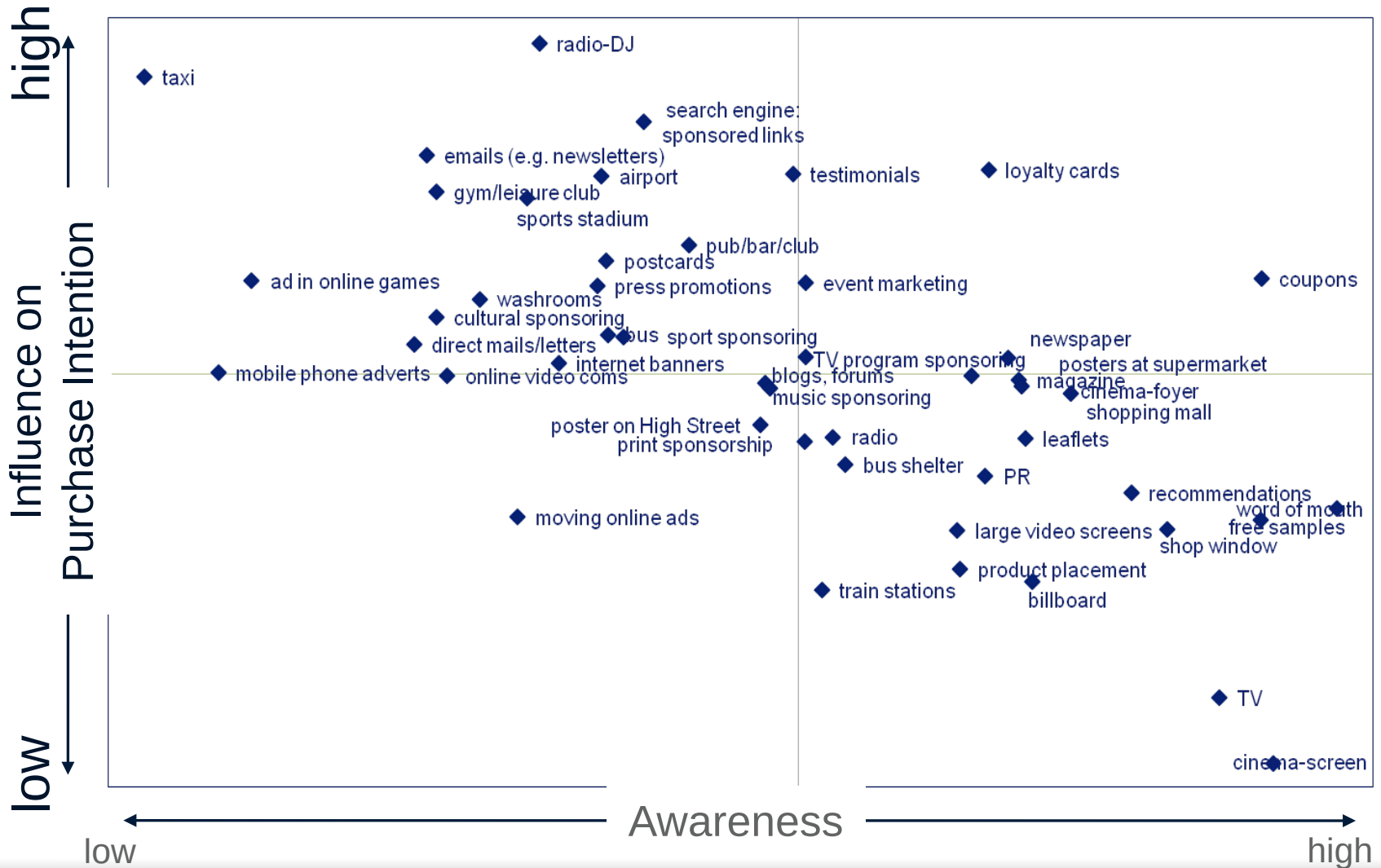
- Awareness
- Attitudes
- Purchase Intention

Target Group: Tech Stylists
CCS 2009/10

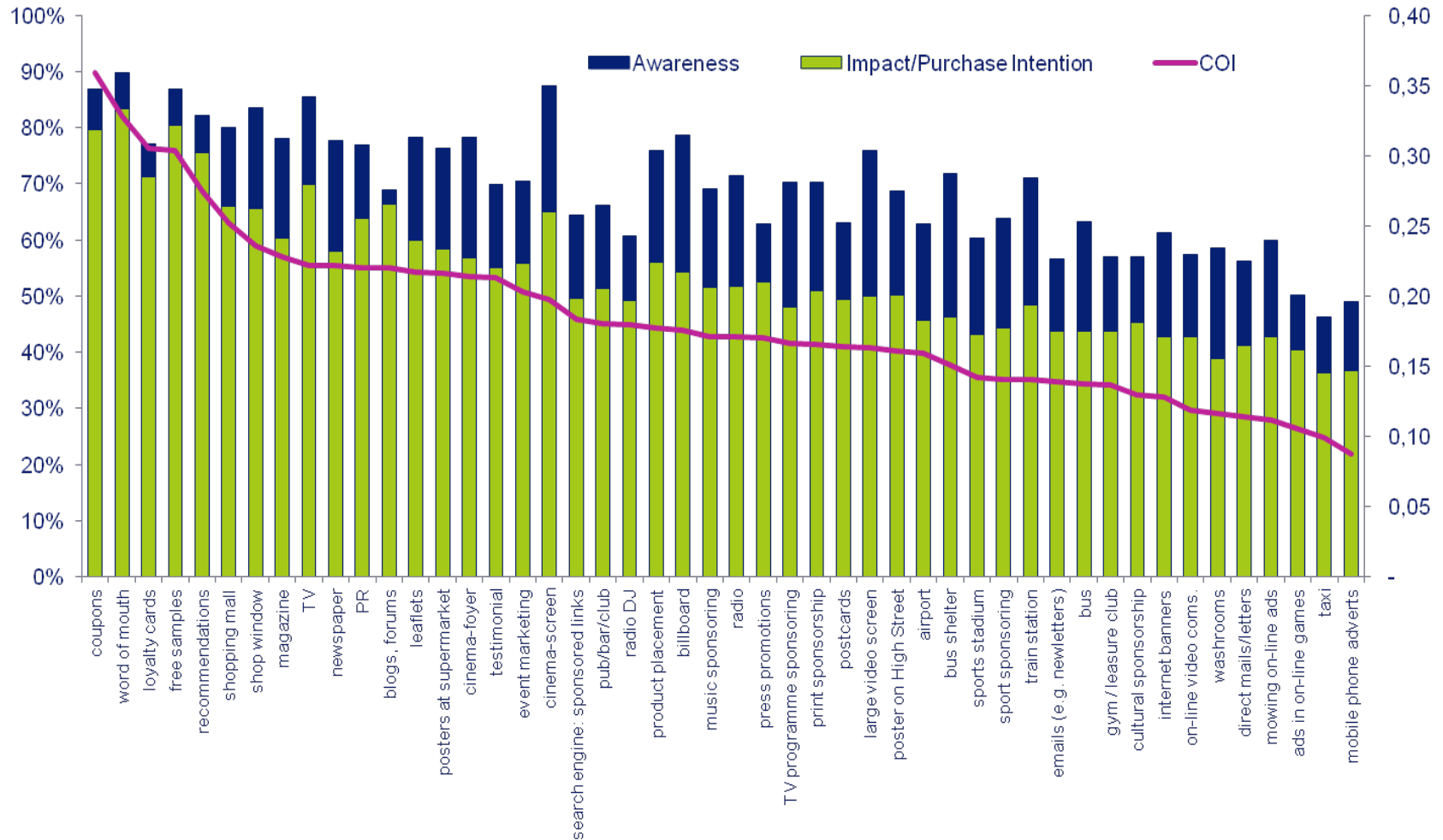
Every channel has its particular awareness and influencing strengths regarding product and brand perception



Every channel has its particular awareness and influencing strengths regarding the purchase intention



Capability of Impact: Interrelation of Awareness and Purchase Intention



Target Group: Tech Stylists
CCS 2009/10

Brand Equity – on crucial success factor



It's not the price – it's the impact





now

tomorrow

yesterday

Questions?

Thank You!

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Isobar Germany

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Mob.: +49 172 280 16 97