

# **Doyle Dane Bernbach** Group

## **OWM Fachtagung**

Der vernetzte Konsument –  
Kommunikation in jeder Sekunde.

Berlin, den 11. November 2010

**Haben wir die richtige  
Organisation zum Erfolg?**

—

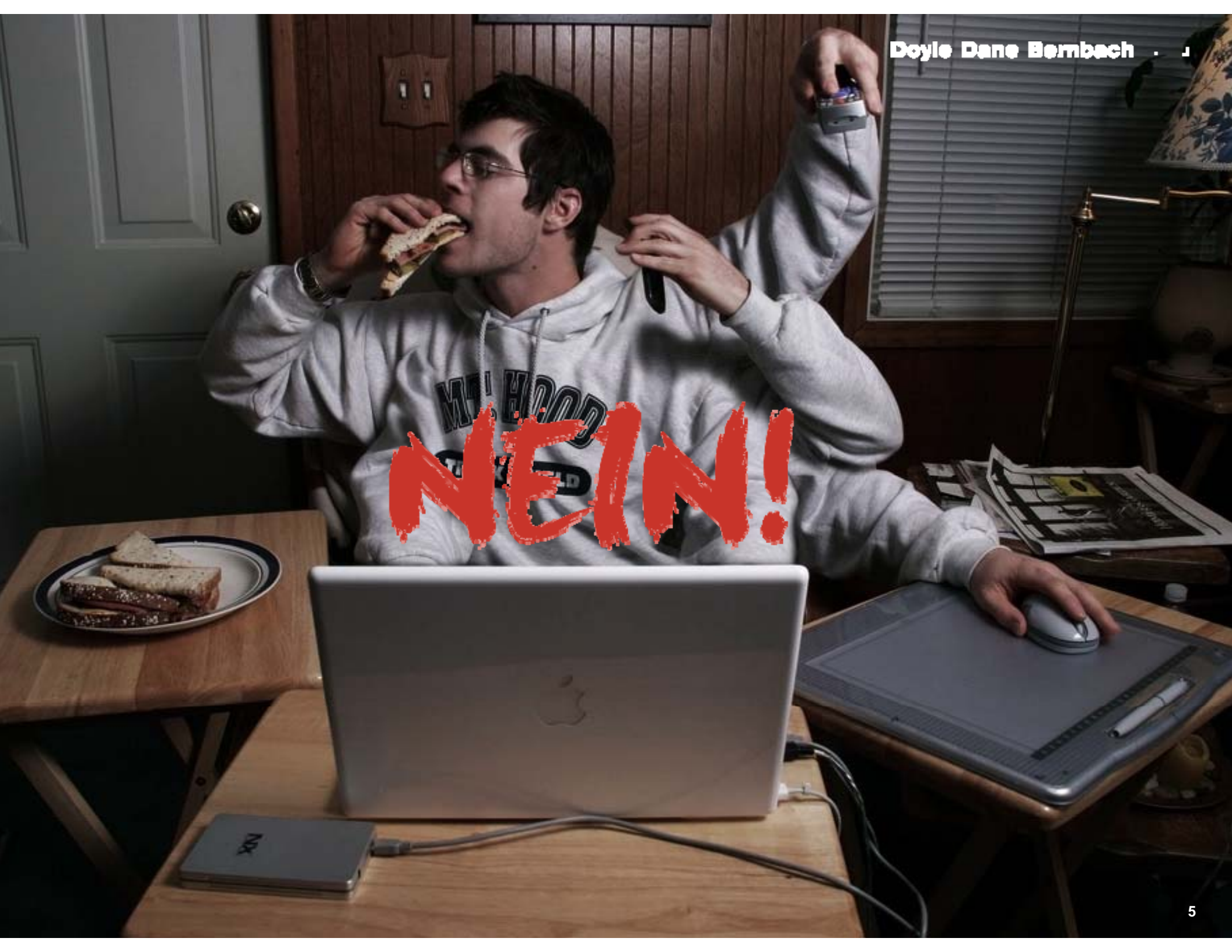
**Was Kunden und  
Agenturen tun müssen.**

~~STRATEGY~~ ? ~~STRUCTURE~~ ~~STAFF~~

Video killed the Radiostar

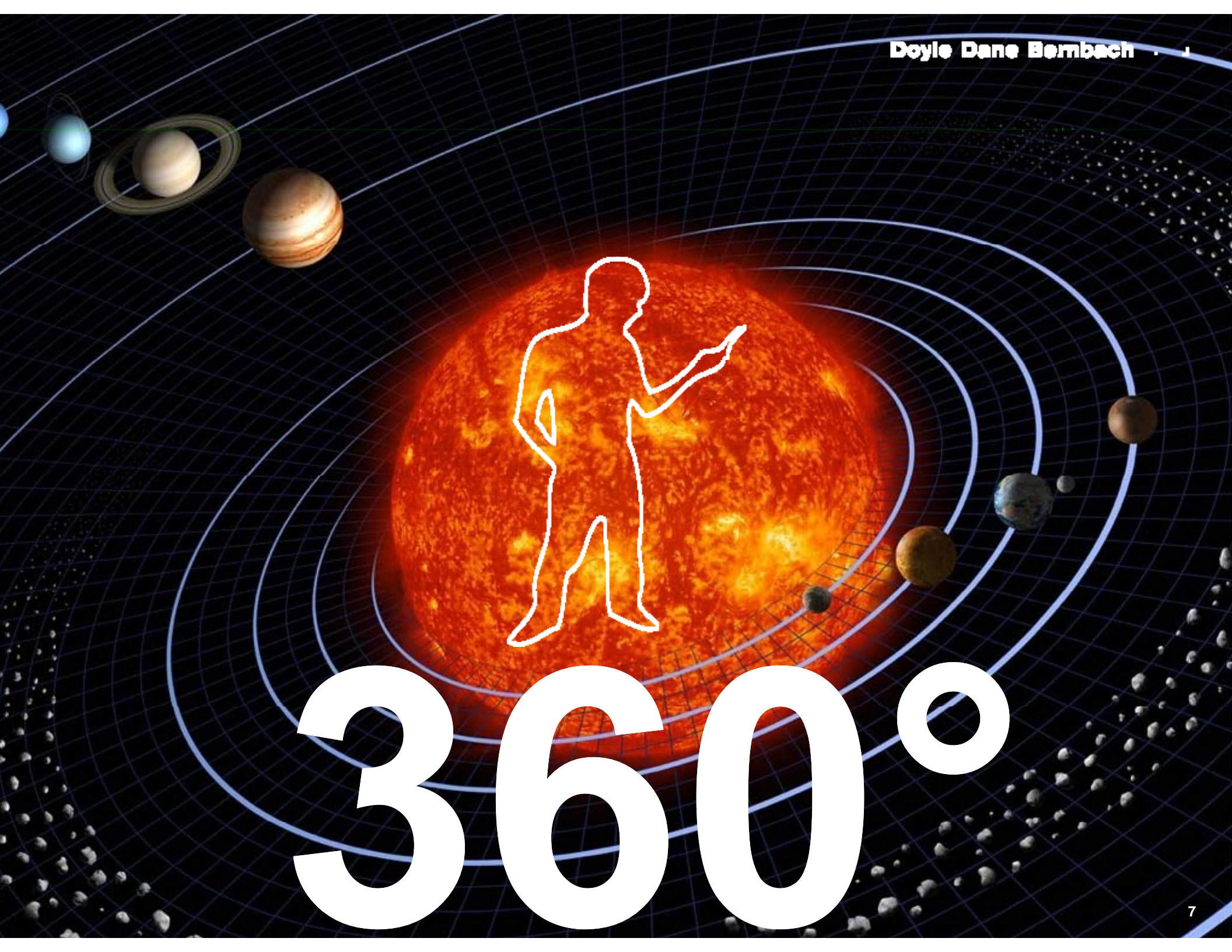


NEIN!

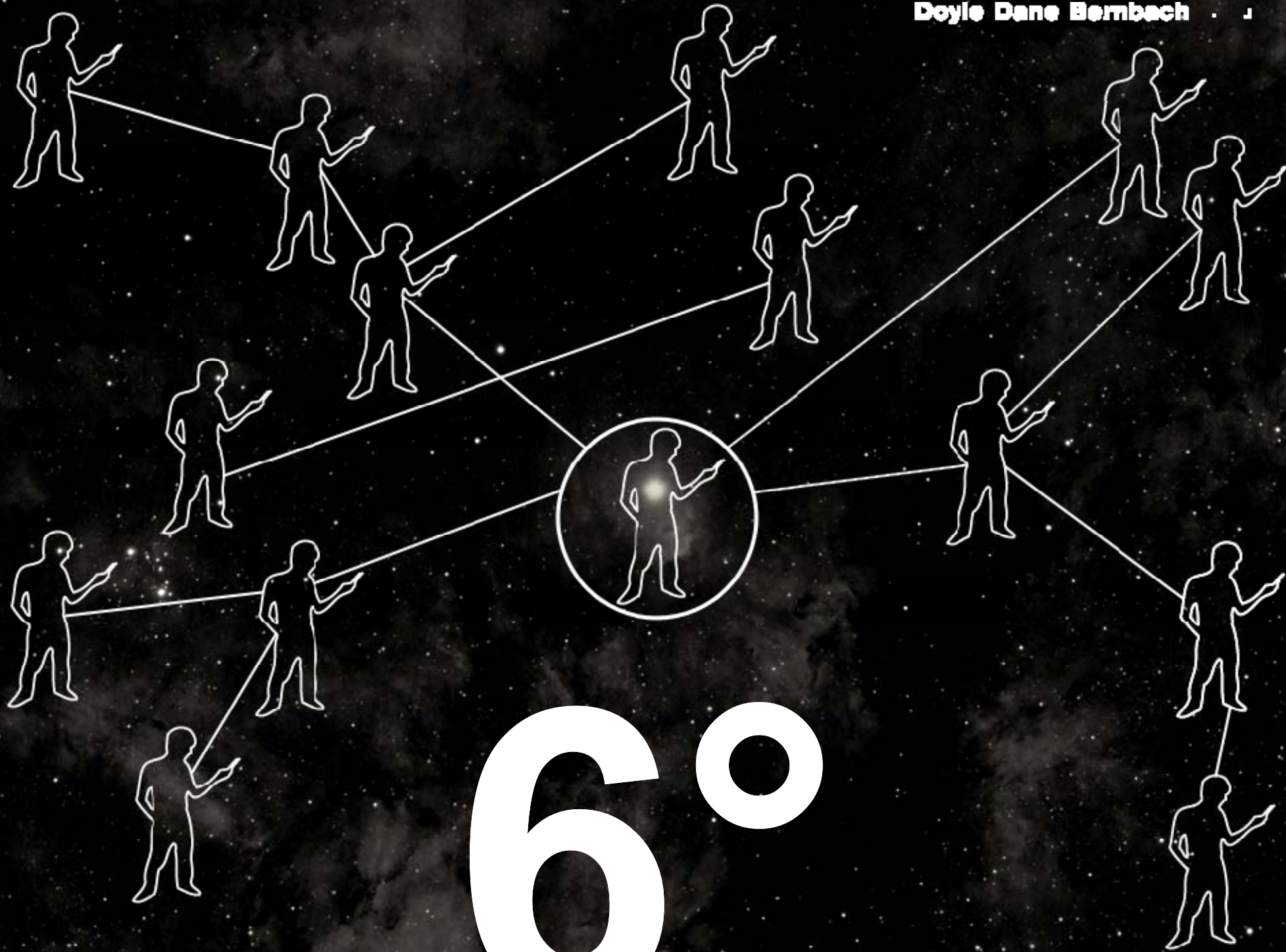




**weltweite Vernetzung: 24/7**

A stylized solar system illustration. At the center is a large, glowing orange and red sun. A white outline of a person stands on the sun, pointing towards the right. Several planets of various colors and sizes are arranged in elliptical orbits around the sun. The background is a dark blue grid with a field of small white dots representing stars or asteroids.

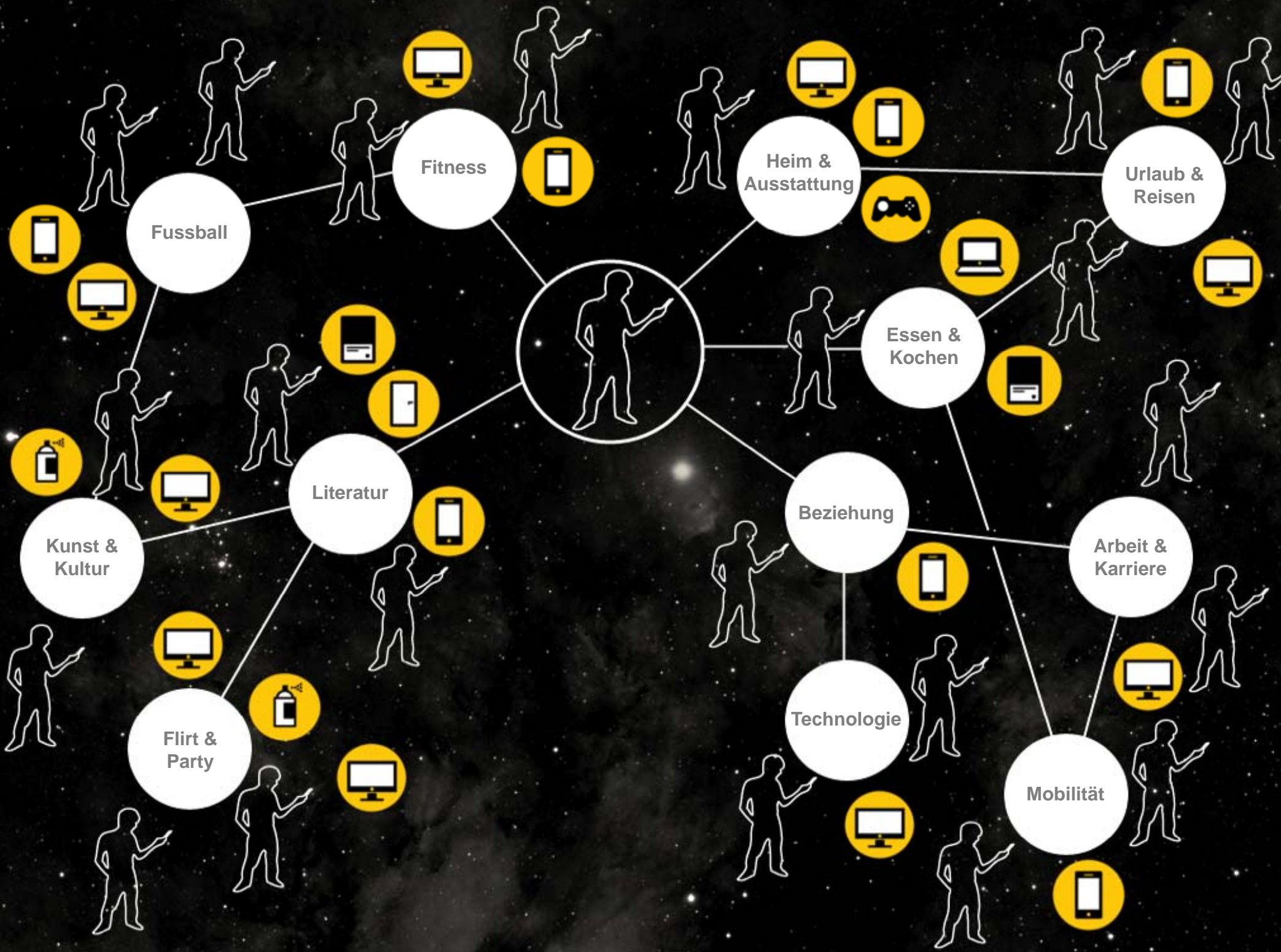
360°



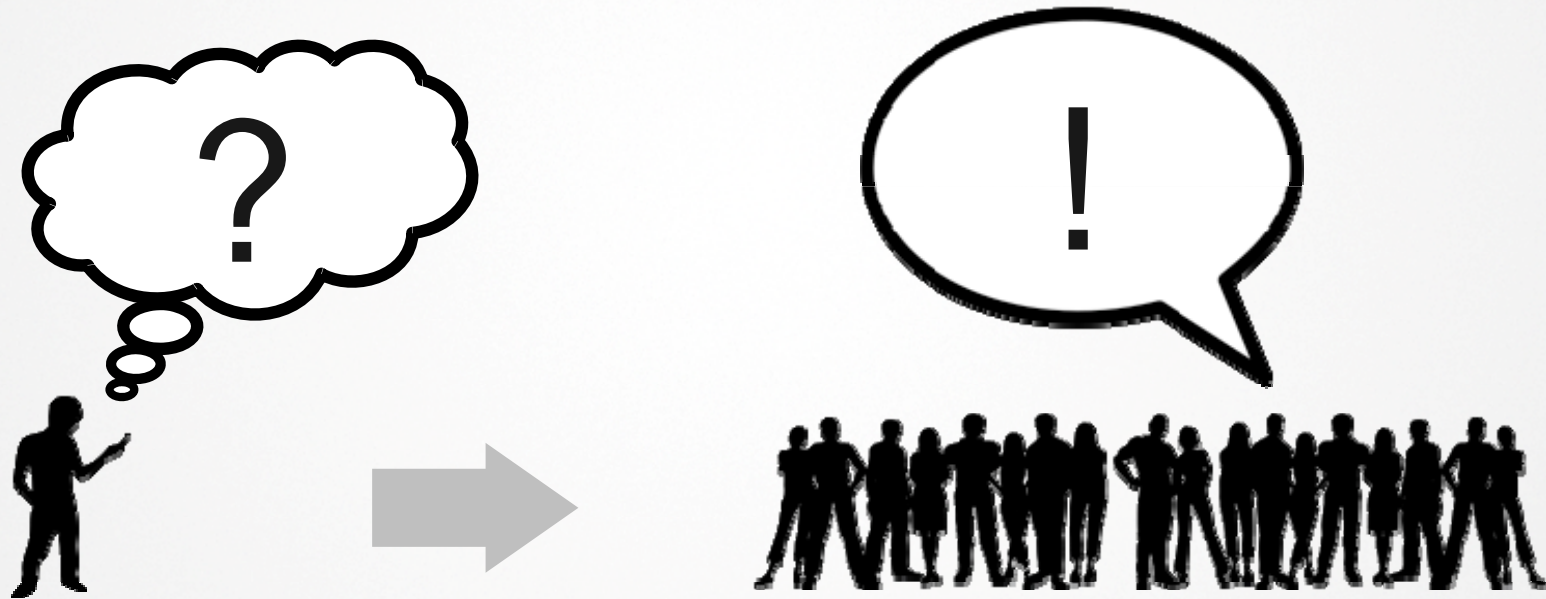
6°



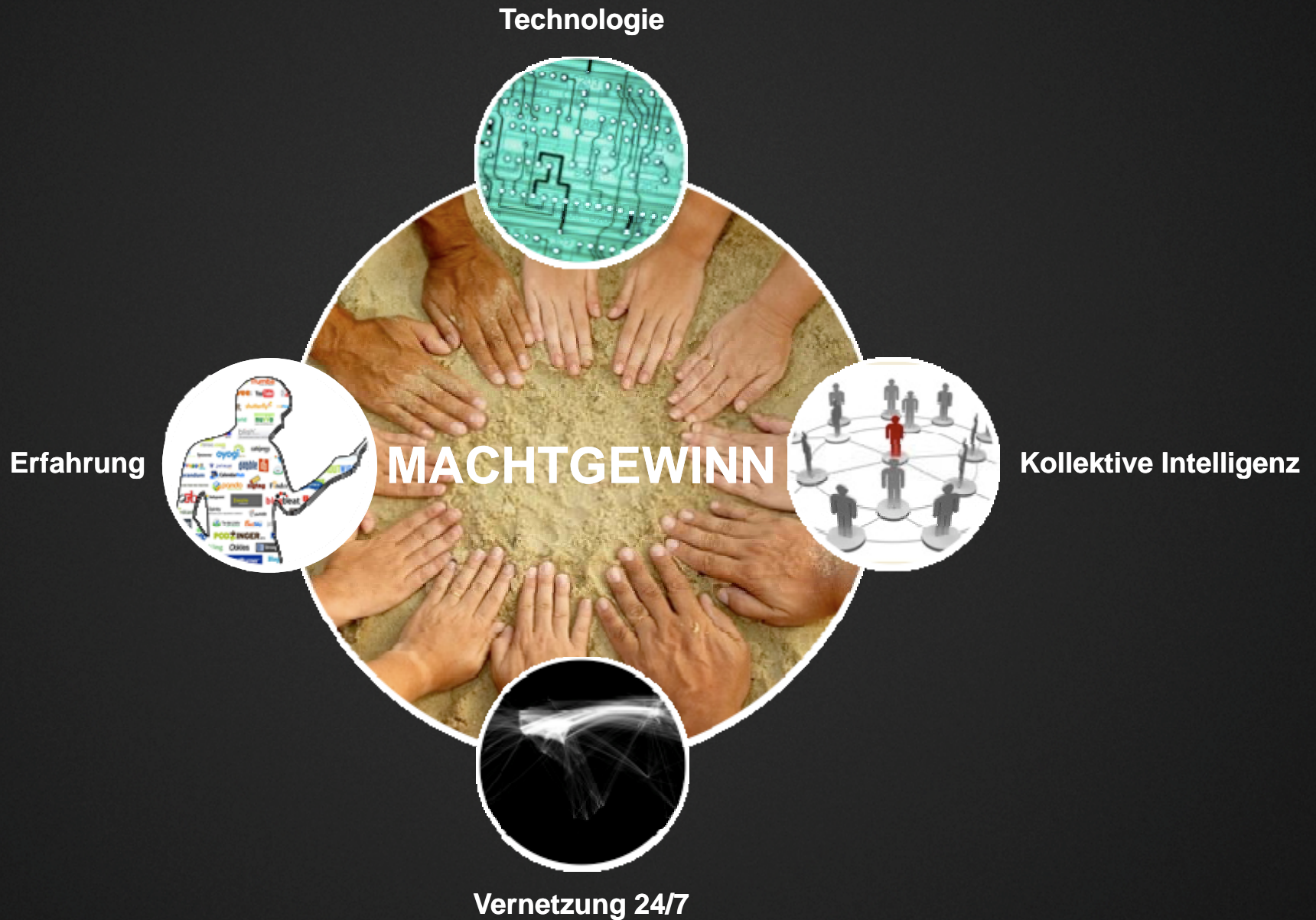




**Worum auch immer es geht:  
Es findet sich jemand dort  
drauSSen, der es kommentiert.**



# KONSUMENTENMACHT IST DIE NEUE REALITÄT.



# PARADIGMENWECHSEL: Marketing-Gesetze müssen neu geschrieben werden!

BRANDS



**STRATEGY STRUCTURE STAFF**





**DELTA  
FORCE**

**STRATEGY STRUCTURE STAFF**

The text "STRATEGY STRUCTURE STAFF" is written in a bold, black, sans-serif font. Each word is overlaid with a thick, red, hand-painted brushstroke. The brushstroke for "STRATEGY" is a checkmark shape that covers the letters 'R' and 'A'. The brushstroke for "STRUCTURE" is a checkmark shape that covers the letters 'R' and 'U'. The brushstroke for "STAFF" is a vertical exclamation point shape that covers the letters 'A' and 'F'.





**neue  
Berufsfelder**

**zusätzlich  
e  
Ausbildungen**

**Experten**

**angepasstes  
Recruiting**

**STRATEGY STRUCTURE STAFF**

Vielen Dank.

