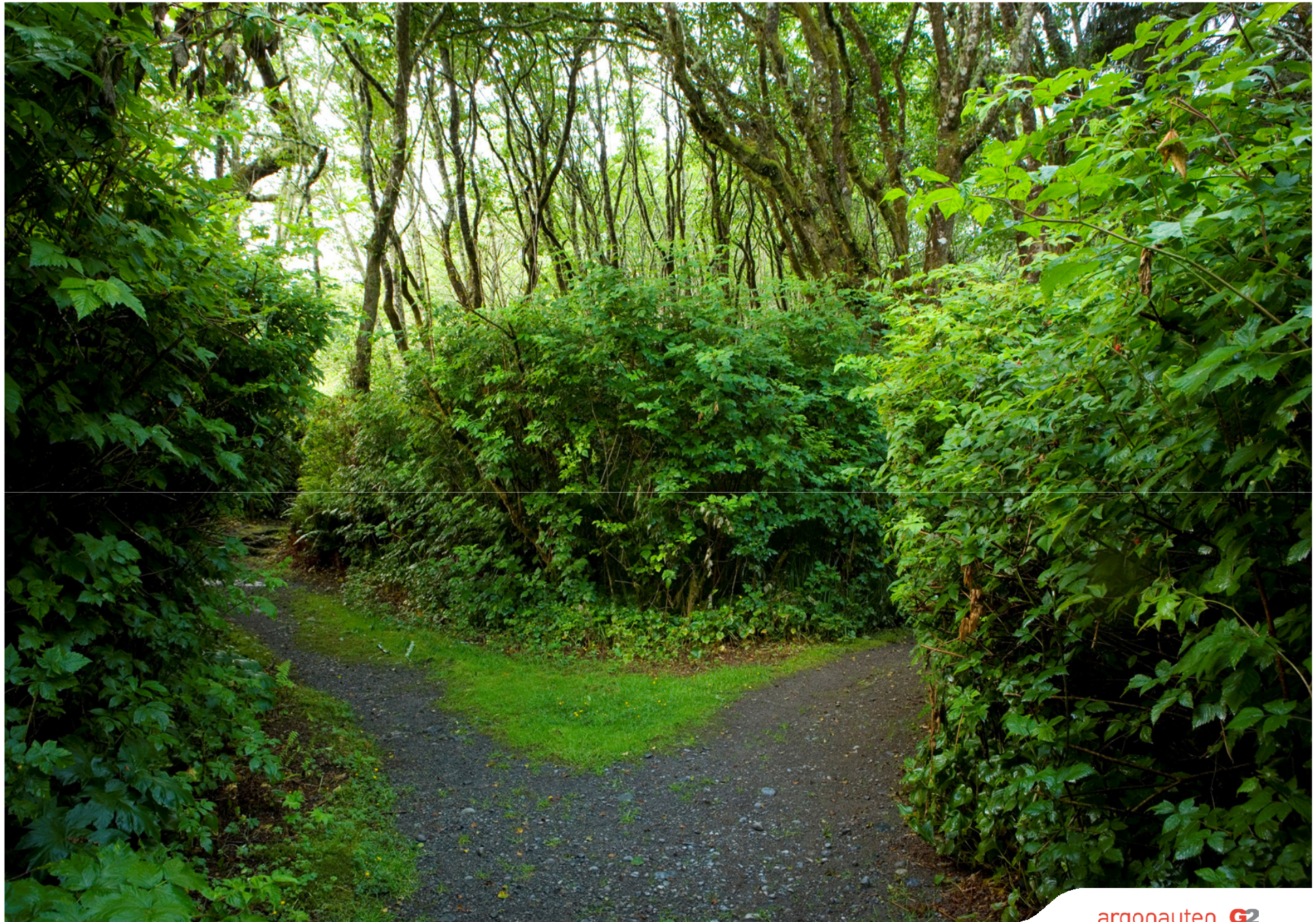


**HABEN WIR DIE RICHTIGE
ORGANISATION ZUM ERFOLG?**

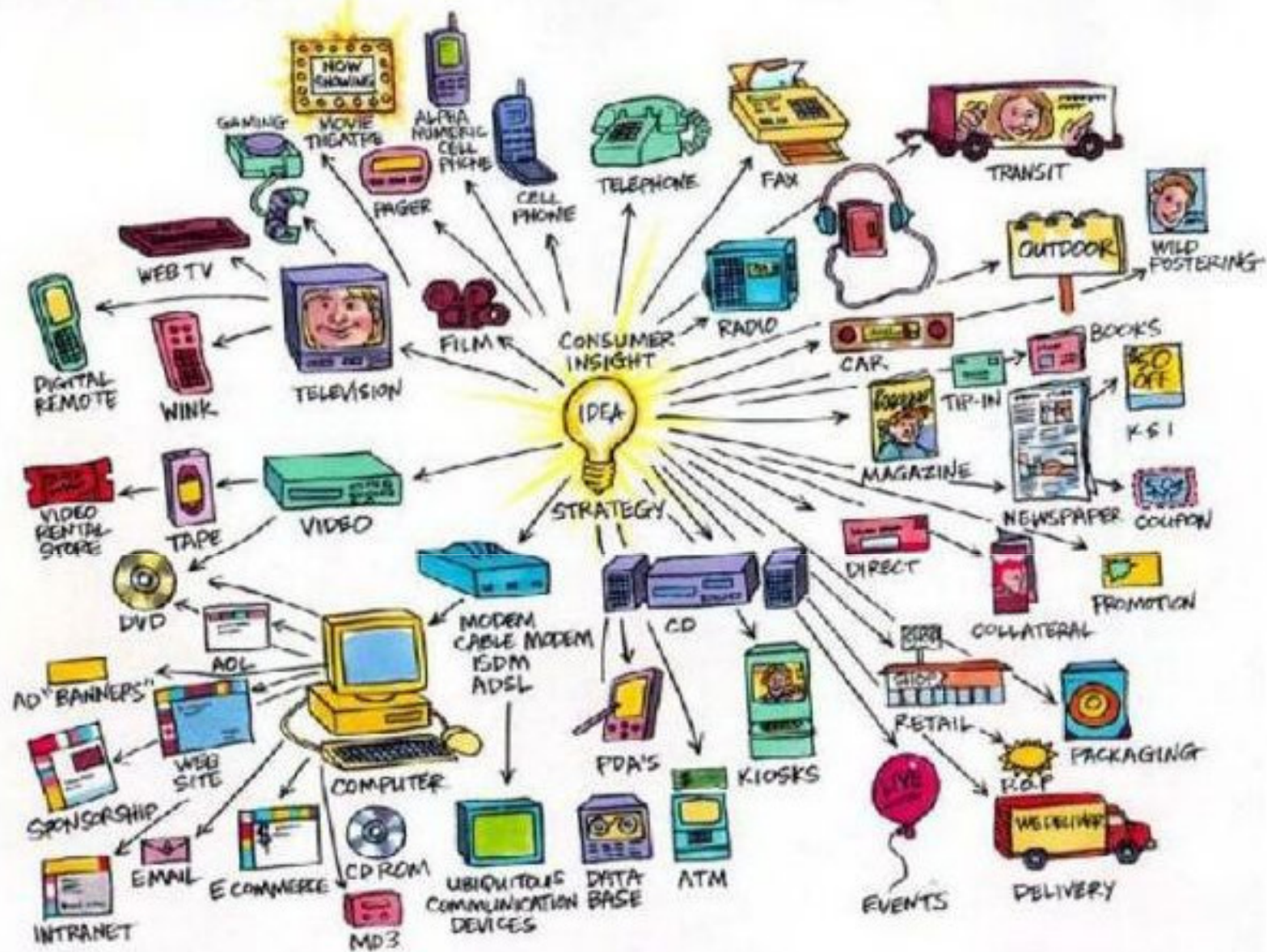
**WAS KUNDEN UND AGENTUREN
TUN MÜSSEN.**





DIGITAL IST ÜBERALL.





Strategy

Brand Planner

Creative Planner

CRM Consultant

Social Media Strategist

eCommerce Expert

Art Director

Account manager

Mobile Conceptionist

UX Planner

Screendesigner

Account

Usability Expert

Information Architect

Project Manager

Motion Designer

Creative

Creative Concept Developer

Java expert

Copywriter

CMS Expert

UI Designer

Flash Designer

HTML Programmer

Production

Motion Designer

IT Director

Webmaster

System Administrator

Webdeveloper

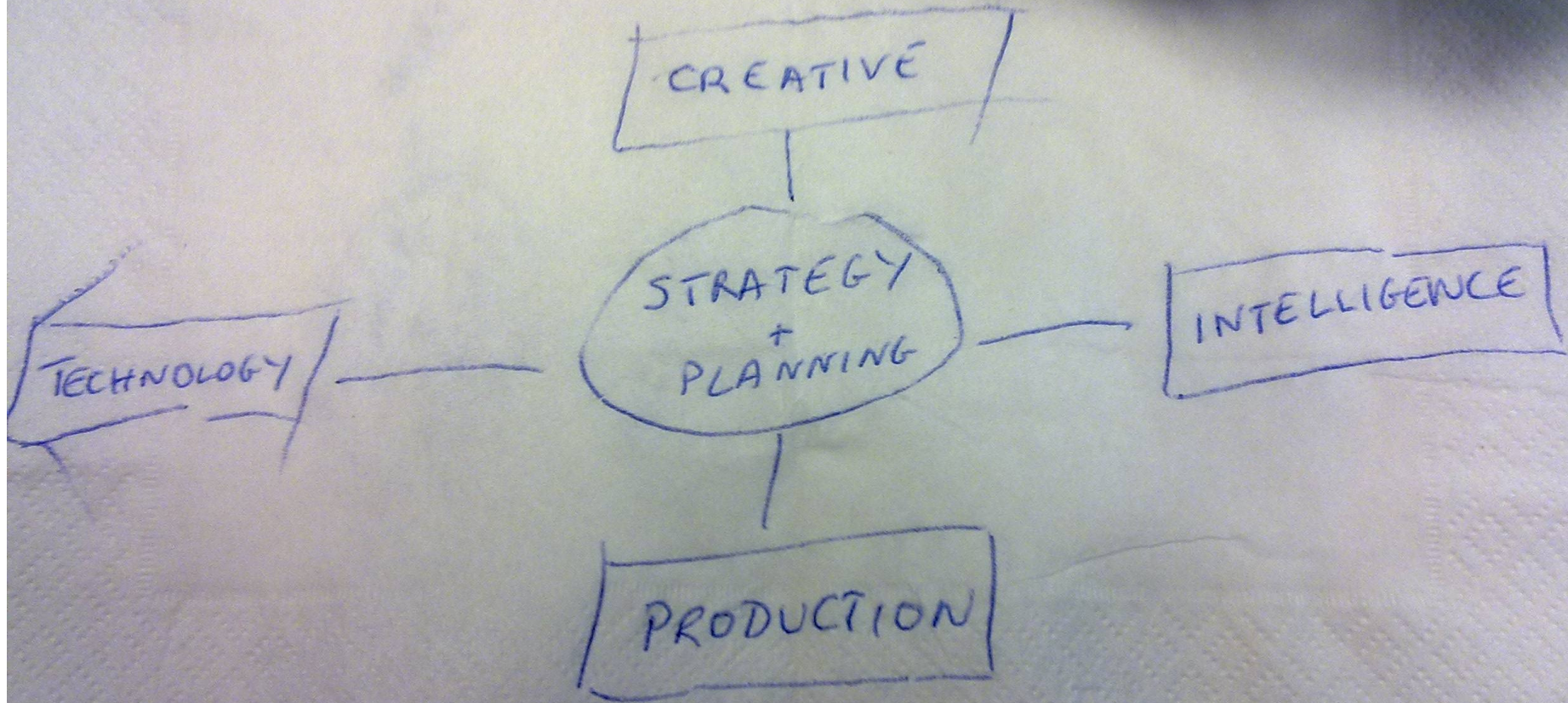


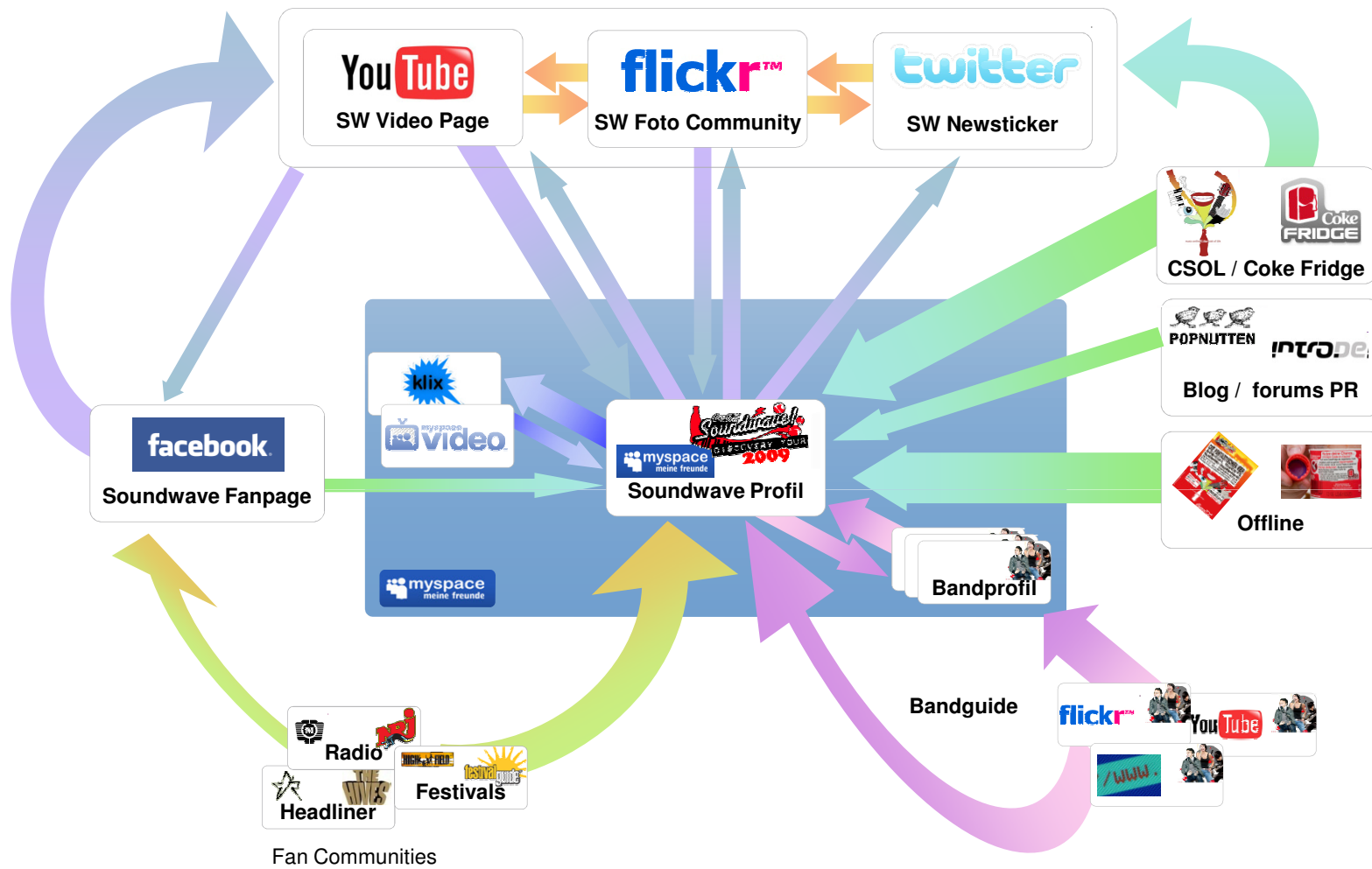
ANFORDERUNGEN AN DIE AGENTUR DER ZUKUNFT.

1. Fokus auf Strategie und kreative Konzeption



Umsetzung schlägt Strategie



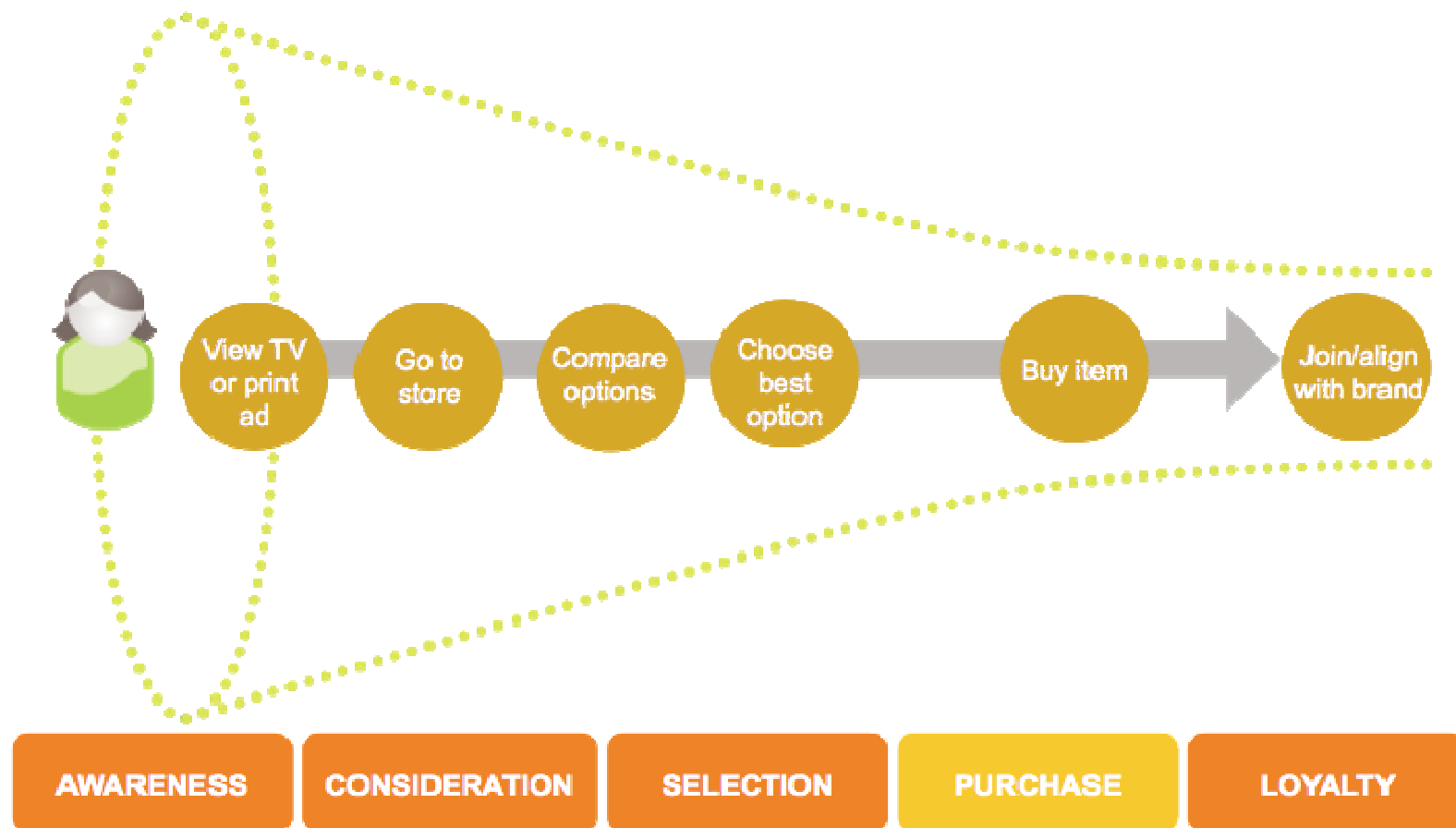




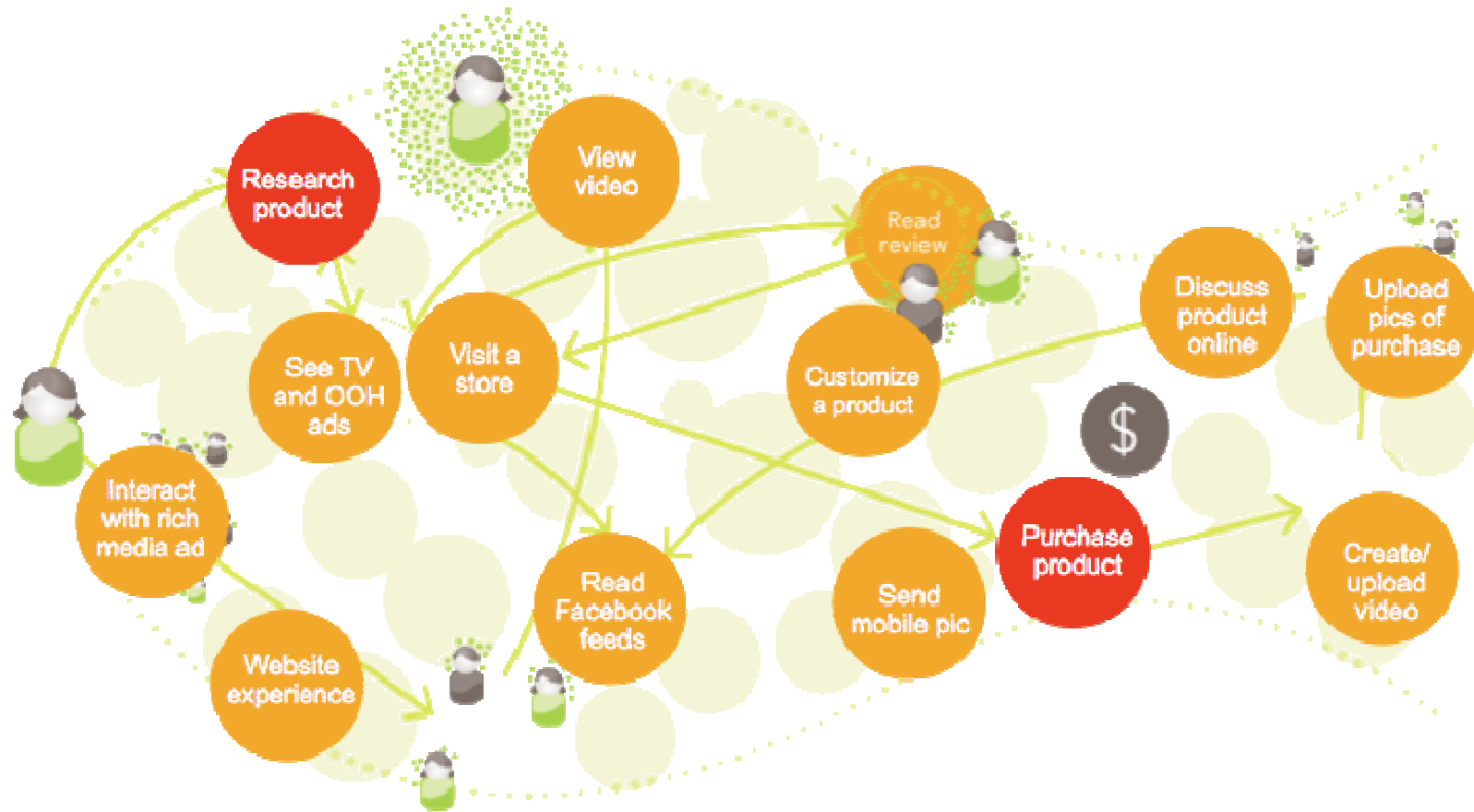
ANFORDERUNGEN AN DIE AGENTUR DER ZUKUNFT.

- 1. Fokus auf Strategie und kreative Konzeption**
- 2. Insights in Prozesse der Kaufentscheidung**

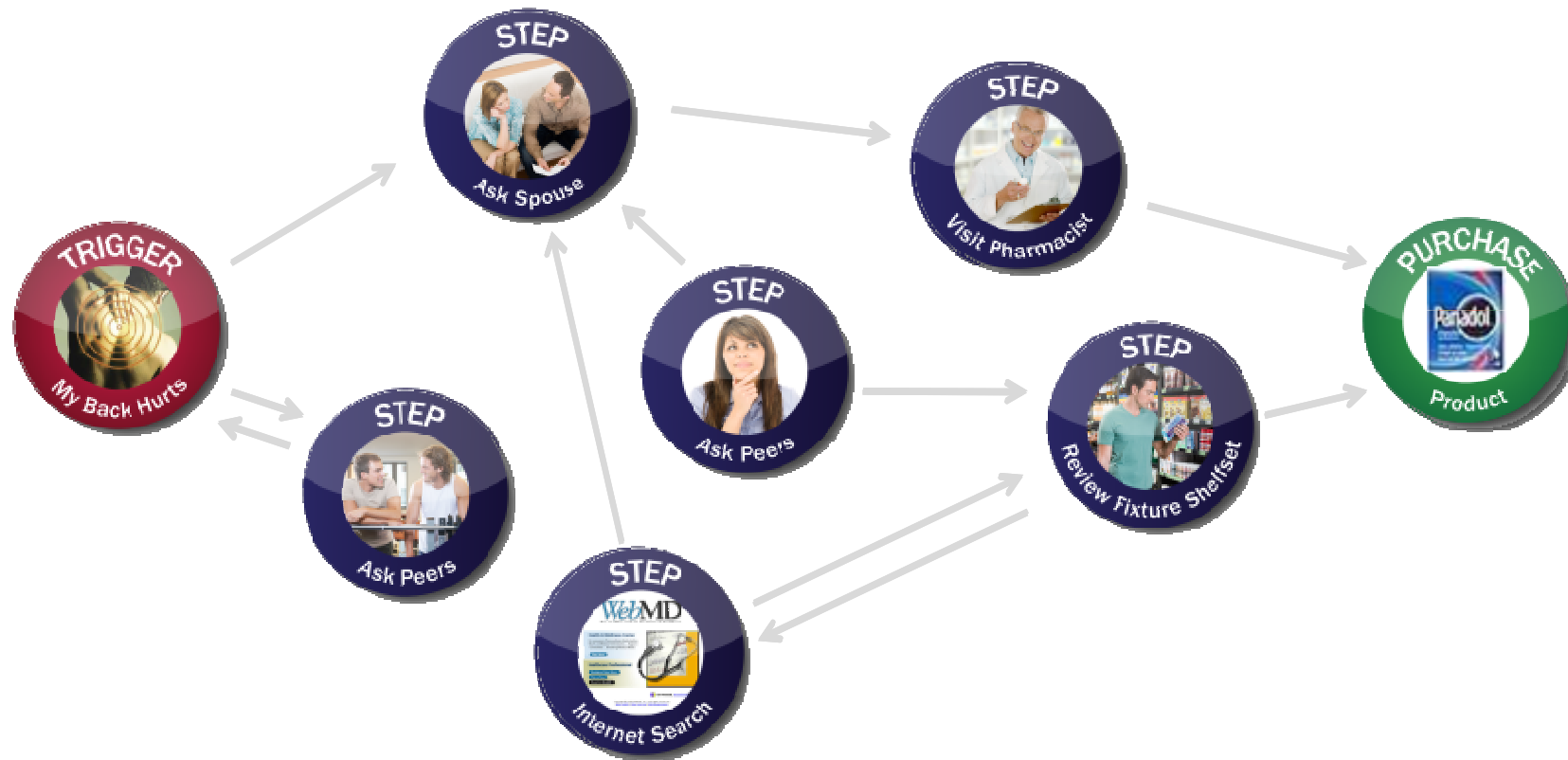
ALTES MODELL.



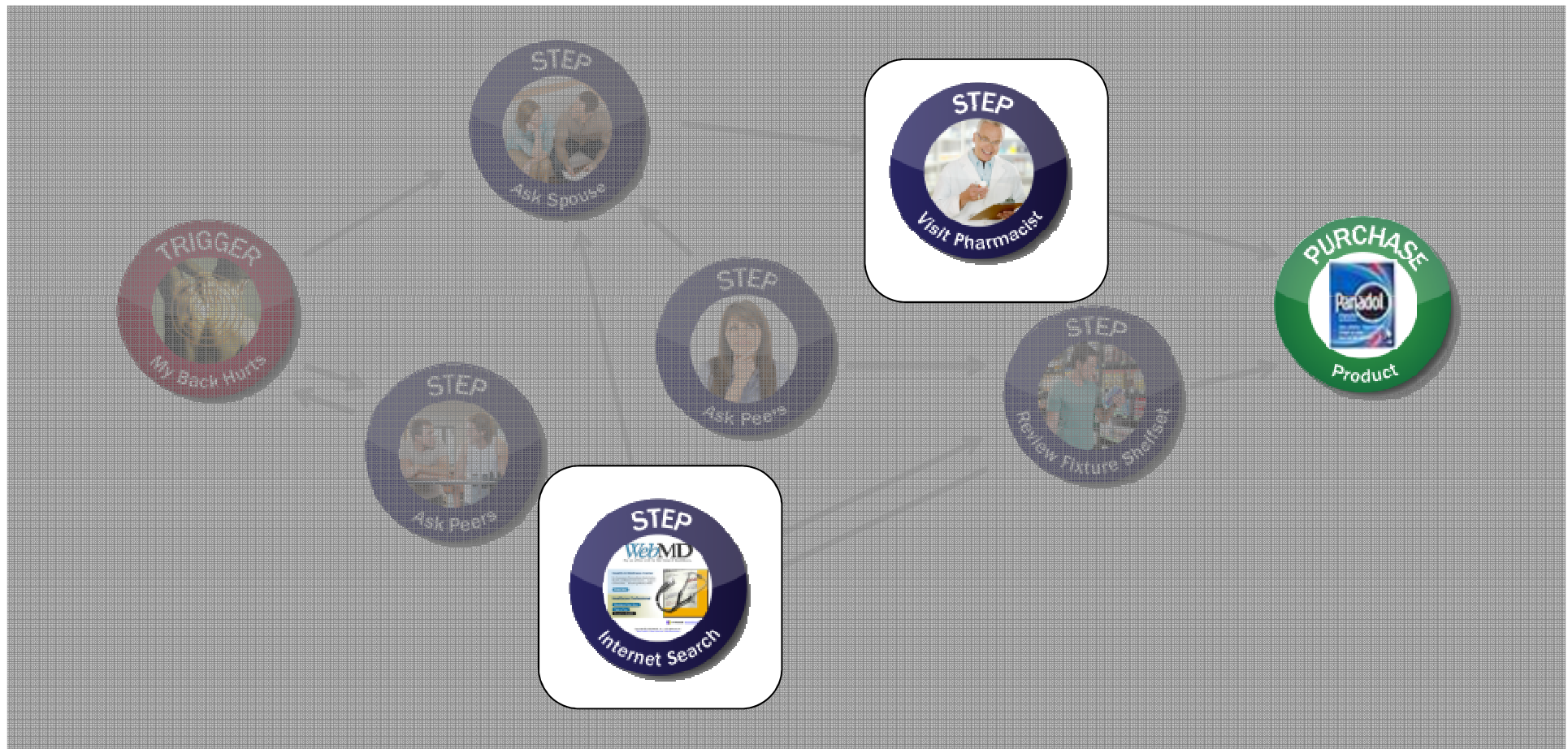
NEUES MODELL.



AUF DEN SPUREN DER KAUFENTSCHEIDUNG.



WO AKTIVIEREN WIR DIE KAUF- ENTSCHEIDUNG AM EFFEKTIVSTEN?



ANFORDERUNGEN AN DIE AGENTUR DER ZUKUNFT.

1. Fokus auf Strategie und kreative Konzeption
2. Insights in Prozesse der Kaufentscheidung
3. Kollaboration mit Konsumenten



CrowdSpirit^{beta}

Electronic Products Crowdsourcing

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1. Submit an idea of a new, innovative electronic product.



2. Vote, define specification, or even invest money on products.



3. Once finalized, test and recommend products to retailers.



Based on your contribution, earn money from product sales.

→ Play it again?

The CrowdSpirit project is still under construction, we are working on it. Meanwhile, you can:

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5600

Get GNU/Linux Machines in Retail Stores

PROMOTE



Linux submitted by [dpic](#) Feb 14

Imagine how successful Dell's Ubuntu offering could be if just one Dell Ubuntu machine was put in retail stores. If people knew of an alternative to Windows, they would go for it! So what do you say, Dell? Why don't you try to put at least one of your Ubuntu machines offered in retail stores?

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DEMOTE

16800

Make Ubuntu laptops cheaper than Windows laptops (in all countries)

PROMOTE



Linux, Operating Systems, Sales Strategies, Laptops submitted by [a3_nm](#) 09/16/07

When trying to buy an Ubuntu laptop, it appears that for the same hardware specs, the Ubuntu system costs over 100\$ more than the Windows system. This is not logical and cannot encourage people to buy an Ubuntu laptop if it is

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ANFORDERUNGEN AN DIE AGENTUR DER ZUKUNFT.

- 1. Fokus auf Strategie und kreative Konzeption**
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- 3. Kollaboration mit Konsumenten**

A photograph of a sunset over the ocean. The sun is low on the horizon, creating a bright glow and a reflection on the water. The sky is a deep blue, and the water is dark with some whitecaps. The text is overlaid on the upper half of the image.

FACE THE OPEN SEA!

Danke für die Aufmerksamkeit.