

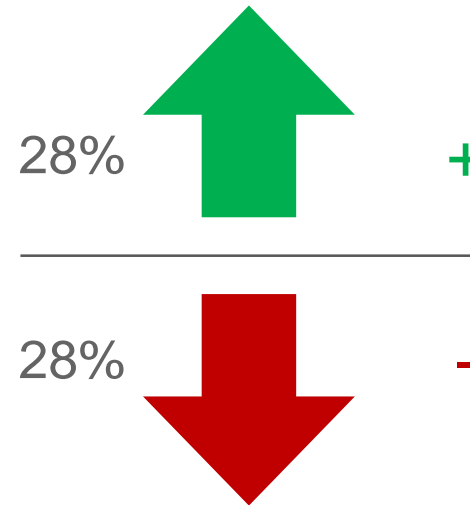


OWM SUMMIT | 12. & 13. NOVEMBER 2019

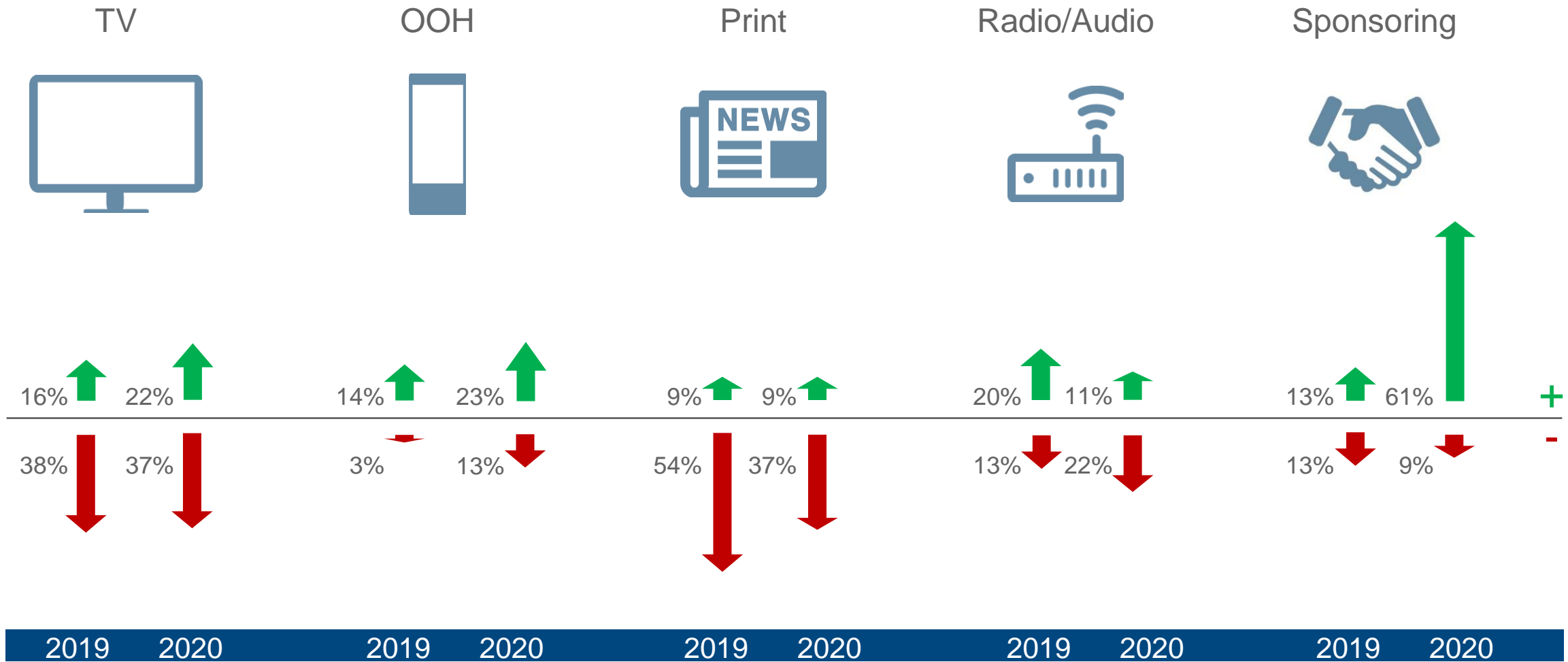
**VERANTWORTUNG.  
HALTUNG.  
PURPOSE.**

**PFLICHT ODER KÜR IM MARKETING?**

# Prognose Werbeausgaben 2020

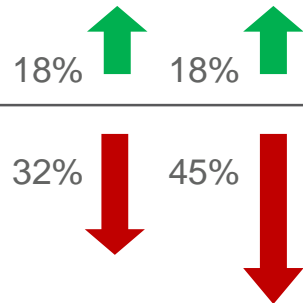
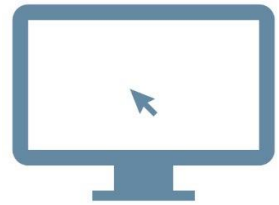


# Entwicklung im Mediamix - Klassik

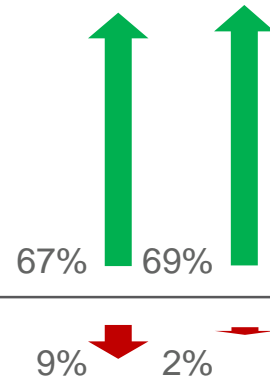
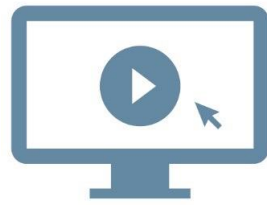


# Entwicklung im Mediamix - Digital I

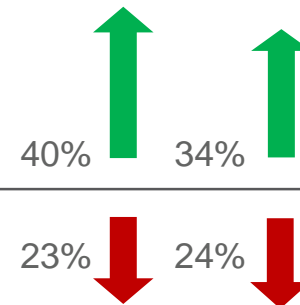
Online Display



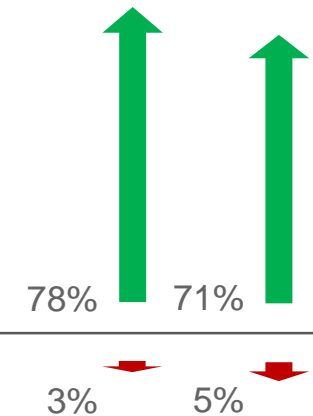
Online Video



Mobile Display



Mobile Video



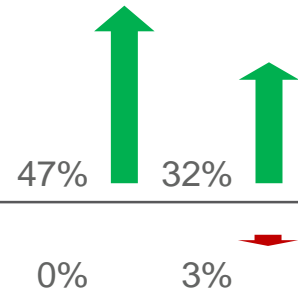
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2019 2020 2019 2020 2019 2020 2019 2020

## Entwicklung im Mediamix - Digital II

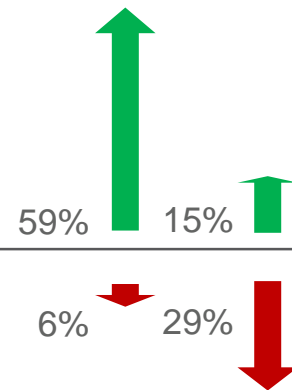
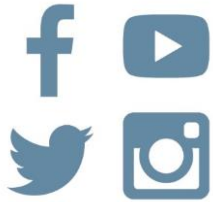
### Search



2019

2020

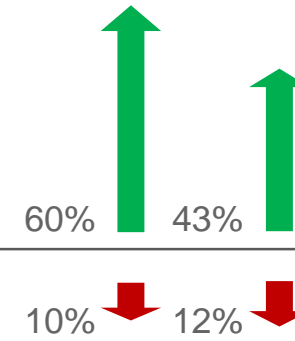
### Social Media



2019

2020

### Influencer Marketing



2019

2020

+

-

# Haltung in der Marketingkommunikation

Unternehmen  
müssen heute  
Haltung zeigen.



Mein  
Unternehmen  
bezieht Haltung.



Mein  
Unternehmen  
zeigt Haltung bei



Nachhaltigkeit



Klimaschutz



Diversity



Geschlechterneutralität



Politische Haltung

# Herausforderungen in der Marketingkommunikation

