



Above-the-line Kommunikation im Handel (German Edition)

Fabian Hartmann

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Studienarbeit aus dem Jahr 2012 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,3, Fachhochschule Erfurt, Sprache: Deutsch, Abstract: „Wer im Handel vorn sein will, muss ordentlich in Werbung investieren“. So haben die deutschen Handelsunternehmen im Jahr 2011 ca. 2,2 Milliarden Euro in Above-the-line Aktivitäten, womit die klassische Werbung bezeichnet wird, investiert. Dies entspricht im Durchschnitt etwa 3,5 Prozent des Umsatzes der Händler. Damit belegt der Handel den zweiten Platz in den Top-10-Wirtschaftsbereichen in der Above-the-line Kommunikation. Eine Liste mit den 20 größten Werbungstreibenden im Handel, die mit großem Abstand durch die Media-Saturn-Holding angeführt wird, ist in Anhang 1 zu finden. Die klassische Handelswerbung verteidigt trotz moderner Werbeformen weiterhin ihre Spitzenposition im Mediamix des Einzelhandels und konnte in Beziehung zu den Neuen Medien sogar wieder etwas aufholen. Insbesondere Handzettel haben zugelegt, wogegen Plakate und Direktmarketing über Werbefriefe verloren haben.1

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