



POP-Werbeträger im Visier (German Edition)

E. Krug

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Für den Einsatz klassischer Werbeträger am POP (Point of Purchase) bzw. am POS (Point of Sale) wird nach wie vor nur ein geringer Anteil der jährlichen Gesamtaufwendungen für klassische Werbung ausgegeben. (1) , (2) Absolut notwendig sind bisher vernachlässigte objektive Erfolgskontrollen, die die Wirkung der unterschiedlichen Werbeträger am POP aufzeigen, um im Endeffekt die Werbetreibenden zu einer verstärkten Belegung von POP-Medien zu motivieren. (1) , (2) In der Branche erwartet man in Zukunft eindeutig mehr Werbeausgaben am POS. Grundlage dafür bietet nicht zuletzt die aktuelle erste einheitlich umfassende Untersuchung zur qualitativen und quantitativen Wirkung von Werbeträgern am POP, die Measured Media Study. (1)

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