

01

s. 9

02

s. 23

03

s. 33

s. 63

s. 69

Prolog

von Hermann Scherer

Vorwort

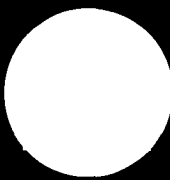
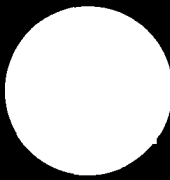
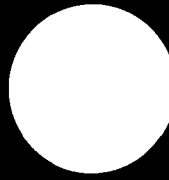
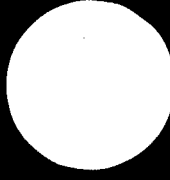
von Jeannine Halene

Einleitung

von Jeannine Halene &
Hermann Scherer

- Good vs. Bad
- Newlands
- Wow-Effekt

Brands

						05
						
Out of Home	TV & Virals	Social Media	Kam-pagnen	Plakate & Print	Apps & Web	Inter-views