Marketing: How to stage a successful market launch – tools, requirements, alliances, cost
Christian Zimmer

Managing Director Isobar Germany / leading the group’s digital activities & innovations

Member of the German & CE Board

FOMA (German Digital Agency Union) spokesman

17 years experience in agencies (traditional/digital)

Digital native – starting with digital in 1997

Degree in communications
A Brief introduction into Aegis Media
Global organisation – Aegis Group plc

AEGIS

AEGIS MEDIA

Media Brands
(Media and Communication Consulting)

Global Outdoor Specialists

Global Full-Service Digital-Marketing-Network

Sponsorship & Experiential Marketing

Marketing Research
Aegis Media Group Germany – integrated specialists
Aegis Media - International Organisation

9,800 Employees
132 Cities
82 Countries

EMEA
Algiers
Almaty
Amman
Amsterdam
Athens
Århus
Bahrain
Barcelona
Beirut
Belgrade
Berlin
Bilbao
Bologna
Bratislava
Brussels
Bucharest
Budapest
Cairo
Cape Town
Casa Blanca
Copenhagen
Damascus
Doha
Dubai
Dublin
Dusseldorf
Edinburgh
Florence
Frankfurt
Glasgow
Gothenburg
Hamburg
Helsinki
Istanbul
Jeddah
Kiev
Kuwait City
Lagos
Lausanne
Lille
Porto
Prague
Riga
Rome
Sarajevo
Skopje
Stockholm
Sofia
Stockholm
Talinn
Tampere
Tel Aviv
Tirana
Trondheim
Tunis
Turin
Valencia
Vienna
Vilnius
Warsaw
Wiesbaden
Zagreb
Zurich

Americas
Atlanta
Boston
Chicago
Dallas
Los Angeles
Memphis
Montreal
New York
San Francisco
Toronto
Wilton

Asuncion
Bogata
Buenos Aires
Brasilia
Caracas
Guatemala City
Lima
Mexico City
Montevideo
Panama City
Rio de Janeiro
San Juan
San Salvador
Santiago
Santo Domingo
Sao Paulo

Asia Pacific
Auckland
Bangalore
Bangkok
Beijing
Chengdu
Christchurch
Delhi
Dalian
Fuzhou
Guangzhou
Hanoi
Hong Kong
Jakarta

Kuala Lumpur
Manila
Melbourne
Mumbai
Osaka
Pune
Seoul
Shanghai
Singapore
Sydney
Taipei
Tokyo
Wellington
Wuhan

In some markets Aegis Media is represented by strategic alliances
Our global clients
now

tomorrow

yesterday
Strong increase in daily reach

Source: Tagesreichweiten Online: ACTA 2003-2010
Tagesreichweiten TV: GFK, 2003 - 2010, 2010 nur

Adults 14-64 Jahre

Adults 14-29 Jahre

Source: Tagesreichweiten Online: ACTA 2003-2010
Tagesreichweiten TV: GFK, 2003 - 2010, 2010 nur
Young target audiences change their media usage

**TZ – net reach - Adults 14-29**

- 2004: 62.9%
- 2008: 58.5%
- 2010: 52.5%

Change: -16.6%

**TV – net viewer - Adults 14-29**

- 2004: 94.6
- 2008: 95.0
- 2010: 91.4

Change: -3.4%

**Digital – Net reach - Adults 14-29**

- 2004: 34.6
- 2008: 43.9
- 2010: 65.0

Change: +20.5%


Quelle: AGF/GfK Fernsehforschung; pc#tv-aktuell; Fernsehp.(D)/Alle Ebenen/BRD gesamt; TV Gesamt 3-3 Uhr, kum. Seher in %, durchschn. Monat (60Sek. konsekutiv)

Quelle: Acta, letzte Nutzung des Internets gestern
Successful Marketing

Crucial for success: Touchpoint and Timing

Message & Media

Brand

Target Audience
Advertising a Monster-Truck is easy
Who are my most valuable clients?

Who are my opinion leaders?

How is their media habit / usage?
A day in a life of a Technology Leader (Mon-Fri)
Tech. Stylists

From awareness to a change in behaviour

TECH STYLISTS  (n=741, Pot.: 3,37 Mio.)

Age: 17-34 years old adults

Agree with the at least 4 of the following:

- I like other people to approve of the brands that I buy
- I don’t mind paying for quality
- I spend quite a lot of money on clothes for myself
- I love to buy new gadgets and appliances
- I buy the newest fashion brands & styles available
- My personal appearance says a lot about the person I am

Target Group: Tech Stylists
CCS 2009/10
Every channel has its particular awareness and influencing strengths regarding product and brand perception.
Every channel has its particular awareness and influencing strengths regarding the purchase intention.
Capability of Impact: Interrelation of Awareness and Purchase Intention

Target Group: Tech Stylists
CCS 2009/10
Brand Equity – on crucial success factor
It’s not the price – it’s the impact
Questions?
Thank You!

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