

**Werbung!**



# Wo steckt Werbung drin?

- Bildet 2er-Gruppen
- Löst auf blockwoche.ch das Quiz zum Thema Werbung

## QUIZ: Mit oder ohne Werbung

Erzeugt am Juli 11, 2022 Von admin



MIT ODER OHNE WERBUNG

Im Folgenden findest du verschiedenen Medienbeiträge. Ein paar dieser Beiträge beinhalten Werbung, andere nicht. Manchmal ist die Werbung eher versteckt und manchmal ziemlich offensichtlich. Schau dir die Beispiele an und bestimme, wo es Werbung hat und wo nicht.

TIP: Werbung heisst: Die Macher\*innen der Medienbeiträge haben Geld dafür bekommen, dass Sie die Werbung von jemandem zeigen.

[Start](#)

4

# Beispiel 1

The screenshot shows a news application interface. At the top, there are navigation icons for 'Video', 'Radio', 'Friday', and 'Cockpit'. Below this is a horizontal menu with 'Front', 'Schweiz', 'Coronavirus', '#WIRSINDZUKUNFT', 'Regionen', and 'Mehr'. The main content area features a large article at the top with a photo of a road accident. Below it are three smaller article thumbnails, each with a photo and a headline. A pink dashed border highlights the bottom two thumbnails.

**LESER-REPORTER**

**JONA SG**  
**Unfall mit Militär-Duro fordert zwei Verletzte**  
155 47

**UNGLÜCK IN GRINDELWALD**  
**Bergsteigerin stürzt am Schreckhorn in den Tod**

**SPONSORED**  
**Bains des Pâquis - das Juwel von Genf**

**IN DEUTSCHER QUIZSENDUNG**  
**Boris Becker scheitert an Sportfrage**

# Beispiel 2

The screenshot shows a news application interface. At the top, there are navigation icons for Video, Radio, Friday, and Cockpit. Below that, a horizontal menu lists categories: Front, Schweiz, Coronavirus, #WIRSINDZUKUNFT, Regionen, and Mehr. The main content area displays four news items:

- Item 1 (highlighted with a pink dashed border):** A photograph of stadium lights with fans on top. Title: **KREATIVE LÖSUNG Fans feuern ihr Team auf 20 Kränen an**. Engagement: 345 likes, 0 comments, 76 shares.
- Item 2:** A photograph of shoes on a pool. Title: **25 PROZENT PLASTIK Lidl Schweiz bringt den PET-Schuh**. Engagement: 4 likes, 0 comments, 4 shares.
- Item 3:** A photograph of a man. Title: **«DAS WAR EIN MASSAKER» 3 Freunde treffen sich zum Fischen und sind wenig später tot - ermordet**. Engagement: 5060 likes, 186 shares.
- Item 4:** A photograph of a woman. Title: **PAID POST So befreist du dich vom unschönen Gelbstich**.

# Beispiel 3

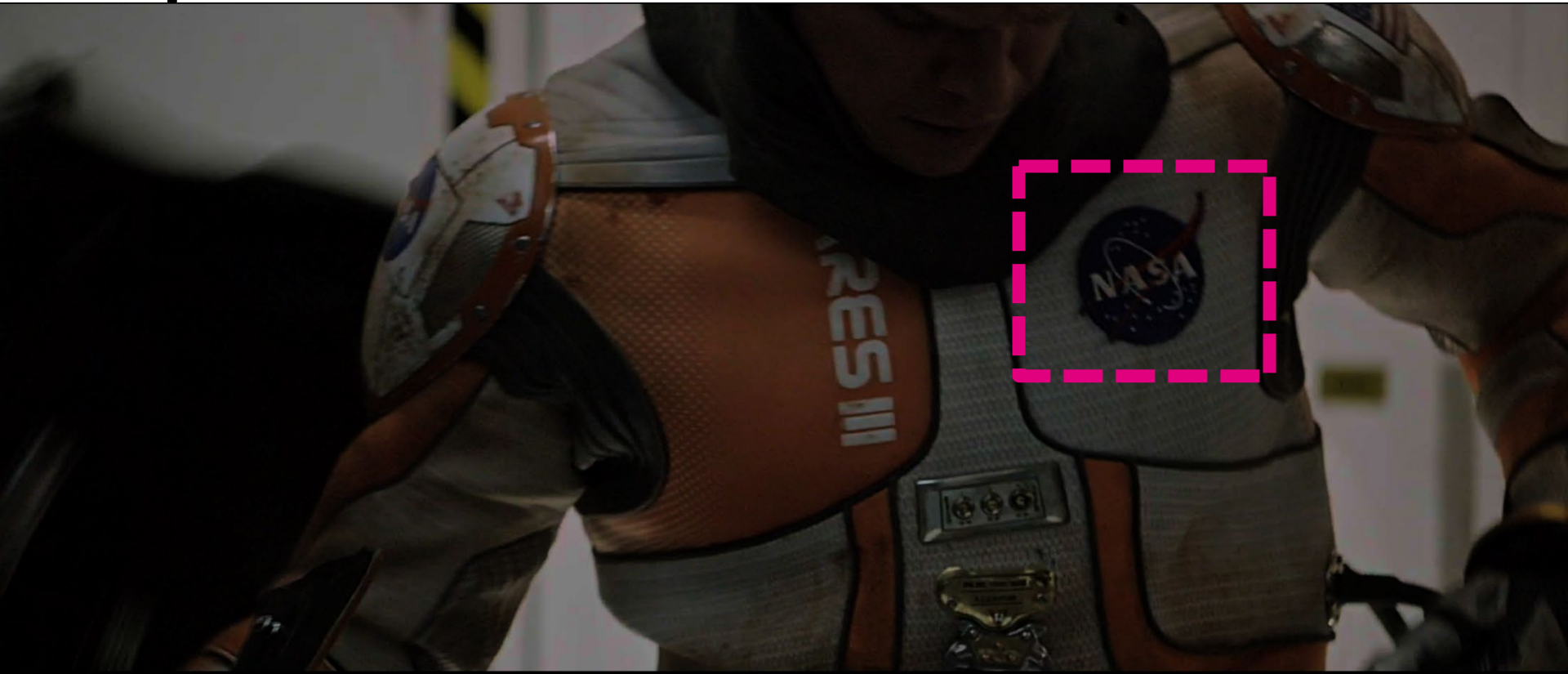


# Beispiel 4

Keine Werbung



# Beispiel 5




# Beispiel 6

12:30

THEFASHIONFRACTION  
Beiträge Abonnieren

thefashionfraction



Gefällt 16'687 Mal

thefashionfraction Turn old into new: I just upcycled some old basics with textile paint and even made them smell like new again within seconds thanks to #Febreze by @psdeukeriana 🌸 Smells so nice the DIY. #Febreze#frischekick #Ad

Alle 354 Kommentare anzeigen

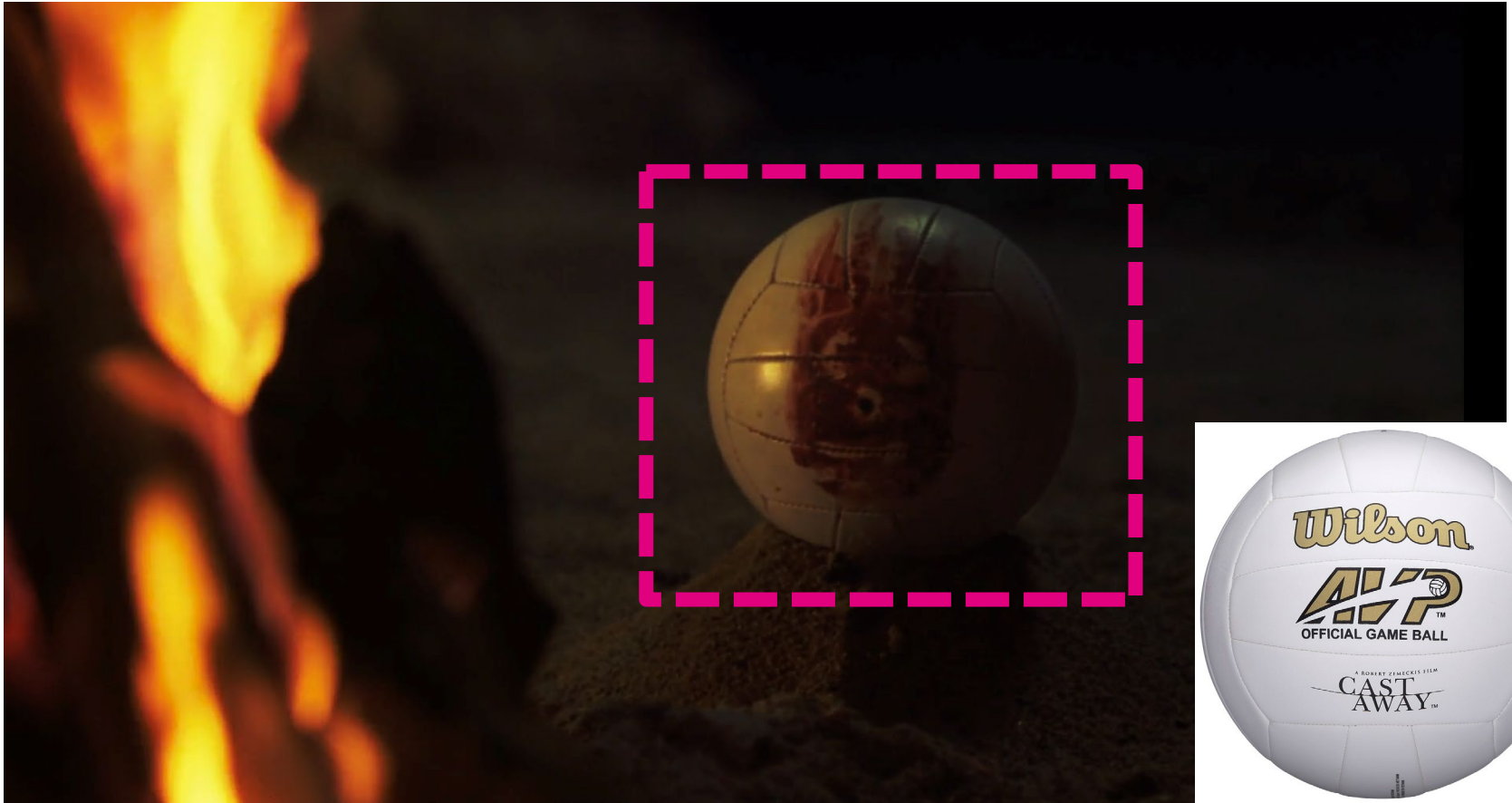
Home Search Add Heart Profile



# Beispiel 7



# Beispiel 8



# Beispiel 9

Keine Werbung



# Beispiel 10

EMOTE 1 

FILTER - ALL

							
		 22+4					
							
							

EDIT STYLE

SAVE AND EXIT



# Beispiel 11

The screenshot shows the homepage of the Tages-Anzeiger newspaper. At the top, the logo 'Tages-Anzeiger' is on the left, and navigation links for 'Mein Profil', 'Suche', and 'Menü' are on the right. Below the logo is a horizontal menu with categories: Zürich, Schweiz, International, Wirtschaft, Sport, Meinungen, Blogs, Kultur, Wissen, Coronavirus, and Leben.

The main article features a large image of Donald Trump in a blue suit and red tie, speaking. The image has a 'FOX NEWS SUNDAY' logo and 'TRUMP-WALLACE INTERVIEW' text. Below the image, the text reads: 'US-Präsident im Fox-Interview' and 'Trump ist an den Falschen geraten'. A sub-headline says 'Chris Wallace gilt als der kritischste Journalist beim Trump-freundlichen Sender Fox News. In einem spektakulären Interview bewahrt er Trump vor keiner Peinlichkeit.' At the bottom of this article, it says 'Aktualisiert vor 35 Minuten'.

To the right of the main article are three smaller news items:

- Warum der Haarschnitt jetzt bis zu 3 Franken mehr kostet**: A sub-headline 'Abo Corona-Aufschlag' is above it. The text says: 'Weniger Kunden, teure Schutzmassnahmen: Wer einen neuen Haarschnitt will, muss vielerorts tiefer in die Tasche greifen. «Das ist legitim», heisst es beim Coiffureverband.' It is updated 'vor 2 Stunden' and has 26 comments.
- Kanye West bricht bei erstem Auftritt zur US-Wahl in Tränen aus**: A sub-headline 'Präsidentschaftswahl 2020' is above it. The text says: 'Der Rapper hat in South Carolina seine erste Wahlkampfveranstaltung abgehalten. Als US-Präsident will West alle Eltern finanziell unterstützen – und Marihuana soll gratis werden.' It is updated 'Aktualisiert vor 1 Stunde' and has 7 comments.
- Kampagne zur Umerzierung von Autofahrern verpufft**: A sub-headline 'Abo Millionen für Elektromobilität' is above it. It is updated 'vor 6 Stunden' and has 91 comments.

At the bottom of the page, there are two more partial articles:

- Körperrollen im Kosmos**: A sub-headline 'Nun geht auch der Geschäftsführer' is above it.
- Batterien-Klau in Zürich**: A sub-headline 'Und plötzlich ist der Velo-Akku weg' is above it.

Keine Werbung

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# Wie würdet ihr Werbung in einem Satz definieren?

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# Definition Werbung

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Werbung ist die versuchte Beeinflussung von: **Erinnerung** (Wiedererkennung), **Wissen**, **Einstellung** und **Verhalten**.

# Definition Werbung

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Werbung ist die versuchte Beeinflussung von: **Erinnerung** (Wiedererkennung), **Wissen**, **Einstellung** und **Verhalten**.



# Definition Werbung

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**Wissen Einstellung**      **Erinnerung  
Verhalten**

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# Definition Werbung

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**Werbung ist die versuchte  
Beeinflussung von:**

***«Ich brauche neue  
Turnschuhe»***



**Erinnerung**

**Wissen**

**Einstellung**

**Verhalten**

---

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**Werbung ist die versuchte  
Beeinflussung von:**

**«Ich brauche neue  
Turnschuhe»**



- Erinnerung** → ON macht Turnschuhe
- Wissen** → Roger Federer trägt ON Schuhe!
- Einstellung** → Roger Federer / ON gefällt mir!
- Verhalten** → Ich kaufe die Turnschuhe!

# Strategien der Werbung

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Positionierung durch **bekannte Persönlichkeiten**

Positionierung durch **Information**

Positionierung durch **Emotion**

Positionierung durch **Information und Emotion**

Positionierung durch **Aktualität**

Positionierung durch **Humor**



# Strategien der Werbung

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# Strategien der Werbung

Positionierung durch **bekannte Persönlichkeiten**

Positionierung durch **Information**

Positionierung durch **Emotion**

Positionierung durch **Information**

Positionierung durch **Aktualität**

Positionierung durch **Humor**



The advertisement is split into two main visual sections. On the left, a photograph shows a young man with glasses and a black t-shirt sitting on a mat on a grassy bank, talking to a young woman with long brown hair who is lying on her stomach on the same mat. They are both smiling and looking towards each other. In the background, there is a body of water with some buildings and a boat. On the right, a solid gold background contains white text and a product image. The text reads: 'DIE BESTEN FREUNDE VERHELFFEN OFT ZU DEN BESTEN ENTSCHEIDUNGEN.' followed by 'WILLKOMMEN ZU «EINER GELUNGENEN VERÄNDERUNG».' and the website 'TryIQOS.ch'. Below the text is a blue pack of IQOS cigarettes. At the bottom right, the 'IQOS' logo is displayed in white.

*Elsa, Neuchâtel.*  
Nur für Erwachsene Raucher bestimmt.

DIE BESTEN FREUNDE  
VERHELFFEN OFT  
ZU DEN BESTEN  
ENTSCHEIDUNGEN.

WILLKOMMEN ZU  
«EINER GELUNGENEN  
VERÄNDERUNG».

TryIQOS.ch

IQOS

# Strategien der Werbung

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Positionierung durch **bekannte Persönlichkeiten**

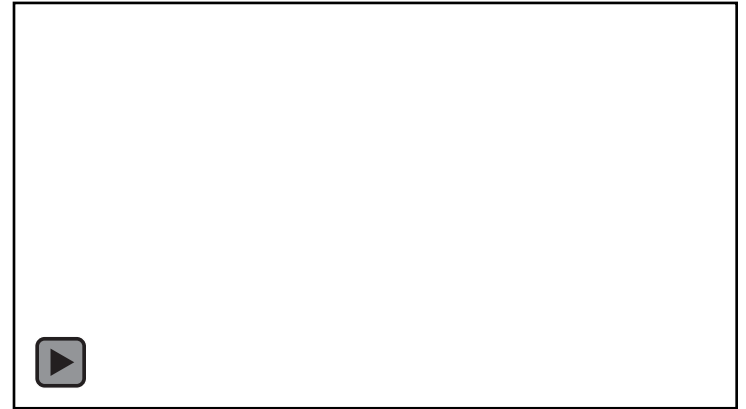
Positionierung durch **Information**

Positionierung durch **Emotion**

Positionierung durch **Information und Emotion**


Positionierung durch **Aktualität**

Positionierung durch **Humor**



# Workshop: Selber Werbung erstellen

## Auftrag Werbung



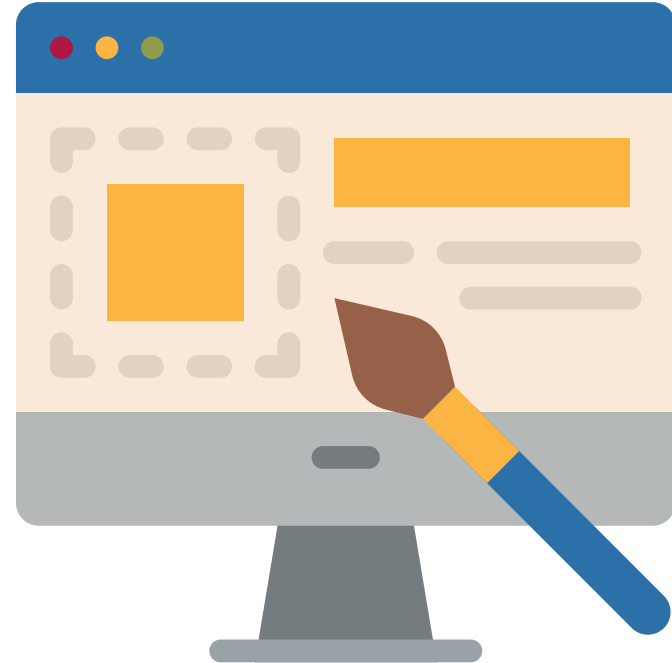
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**Auftrag: Erstellt zwei Werbeanzeigen**

- Ihr habt zwei Dossiers erhalten
- Auf dem Deckblatt jedes Dossiers findet ihr das Produkt, dass ihr bewerben sollt
- Im Dossier findet ihr Informationen zur Person, bei der ihr das Produkt bewerben sollt
- Kreiert auf Grund der Informationen eine Werbung, die bei der Person möglichst gut ankommen sollte
- Entscheidet euch jeweils für eine der typischen Werbestrategien:
  - Information (das Produkt und seine Eigenschaften stehen im Vordergrund)
  - Emotion (eine Emotion steht im Vordergrund, Produkteigenschaften werden keine genannt)
  - Information und Emotion kombiniert (das Produkt und/oder seine Eigenschaften werden mit einer Emotion/einem Versprechen kombiniert (z.B. Auto und Freiheit))
  - Polarisierung/Provokation (es wird versucht, eine Starke Reaktion beim Empfänger auszulösen)
  - Bekannte Persönlichkeit
  - Humor
- Macht von der fertigen Werbeanzeige einen Screenshot und schickt diesen an [martin.hermida@phsz.ch](mailto:martin.hermida@phsz.ch)

**Material**

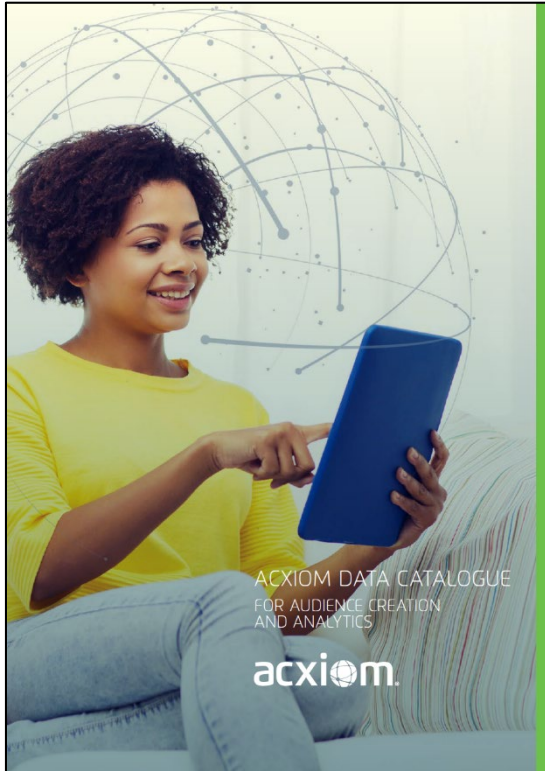
- Bilder und Text-Elemente findet ihr auf dem USB-Stick im Ordner: Workshop-M3 → Bausteine
- Für die technisch versierteren:
  - Passende Bilder im Netz (z.B. unter: [www.freepik.com](http://www.freepik.com)) herunterladen



<https://tinyurl.com/summer-2020-2>



# Dossier



## INFOBASE VARIABLES

### KEY

● Variable is fully populated across the InfoBase universe using actual data where present and imputed where not. This ensures solutions can be consistently deployed across all enhanced records and delivers reach across all marketing channels.

● Variable is based on actual data only from the UK's largest source of lifestyle questionnaire data; delivering known lifestyle, demographic and behaviour variables across more than 55% of UK households. Coverage ranges from 15%-91% enabling the precision of actual data to be applied effectively within customer enhancement solutions.

● Two versions of the variable are available. Full coverage or as actual data only.



### GEOGRAPHY

- TV Region
- County
- Region Code
- Country Code
- Population Density (Postcode Level)



### MARITAL STATUS, AGE AND LIFESTAGE

- Gender
- Marital Status
- Year of Birth
- Full Date of Birth
- Age (Band)
- Partner's Year of Birth
- Partner's Full Date of Birth
- Individual's Lifestage-Age Driven
- Household Level Lifestage-Age Driven
- Individual's Lifestage-Family Status Driven
- Household Lifestage-Family Status Driven
- Young Adult Still Living at Home
- Number of Young Adults Still Living at Home



### PRESENCE OF CHILDREN

- Parent Status
- Dependent Children in Household
- Number of Children at Home (0-21 Years)
- Number of Children in the Household Aged 00-10
- Number of Children in the Household Aged 00-16
- Number of Children in the Household Aged 11-16
- Number of Children in the Household Aged 17-21
- Child at Home 0-4 Years Old
- Child at Home 5-7 Years Old
- Child at Home 8-10 Years Old
- Child at Home 11-16 Years Old
- Child at Home 17-21 Years Old
- Age of Eldest Child
- Age of Youngest Child in Household
- Age of Youngest Child
- Age of Youngest Child in Household
- Children's Year of Birth



### HOUSEHOLD COMPOSITION

- Head of Household Indicator
- Household Size-Number of Adults in Household
- Total Household Size (Adults and Children)
- Summary Household Composition
- Detailed Household Composition

# Dossier

**axiom** VARIABLES

**HOME AND PROPERTY**

- Home Ownership Status
- How Many Times Homebuyer (1st, 2nd, 3rd+ Home)
- Year Moved to Address
- Length of Residence (Banded)
- Month Moved into Current Home
- Year Current Household Moved into the Address
- Household Length of Residence (Banded)
- Type of Property
- Number of Bedrooms
- Date Home Built

**INCOME AND AFFLUENCE MEASURES**

- Combined Annual Household Income
- Equalised Income
- Equalised Household Income Indexed to UK Average
- Net Household Income Per Week (Banded)
- Net Household Income Per Week Indexed to UK Average
- Discretionary Household Income Per Week (Banded)
- Discretionary Household Income Per Week Indexed to UK Average
- Dual Income No Kids Yet
- Affluence Ranking
- Household Affluence Ranking
- Lifestage by Affluence
- Household Level Lifestage by Affluence
- Household Socio Economic Classification
- Individual Has an Earning Occupation
- Partner has an Earning Occupation
- Incomes Across Individual and Partner
- Number of earners in the household
- Proportion of Adults Earning
- Number of Unemployed in the Household
- Proportion Adults Unemployed
- Number of Non-Earning Adults in Household
- Household Employment Status (Based on Household Primary Couple)
- Partnerless Status (Based on Household's Primary Couple)

**axiom** VARIABLES

**OCCUPATION AND EMPLOYMENT MEASURES**

- Individual's Occupation
- Partner's Occupation
- Individual's Employment Status
- Partner's Employment Status

**axiom** VARIABLES

**INFOBASE VARIABLES**

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**axiom** VARIABLES

**GEOGRAPHY**

- TV Region
- County
- Region Code
- County Code
- Population Density (Postcode Level)

**axiom** VARIABLES

**MARITAL STATUS, AGE AND LIFESTAGE**

- Gender
- Marital Status
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- Full Date of Birth
- Age (Banded)
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- Individual's Lifestage-Age Driven
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- Young Adult Still Living at Home
- Number of Young Adults Still Living at Home

**axiom** VARIABLES

**HOUSEHOLD COMPOSITION**

- Head of Household Indicator
- Household Size-Number of Adults in Household
- Total Household Size (Adults and Children)
- Summary Household Composition
- Detailed Household Composition

**axiom** VARIABLES

**CHANNEL BEHAVIOUR**

- Probability to Buy Groceries Online-Often
- Probability to Buy Groceries Online-Sometimes
- Probability to Buy Groceries Online-Never
- Probability to Buy Insurance-Often
- Probability to Buy Insurance-Sometimes
- Probability to Buy Insurance-by phone
- Probability to use Internet for-Email
- Probability to use Internet for-Games
- Probability to use Internet for-Edutainment
- Probability to use Internet for-Work
- Probability to use Internet for-Price Comparison
- Probability to use Internet for-Social

**MAIL ORDER**

- Shopping by Catalogue Interest
- Mail Order Frequency

**axiom** VARIABLES

**FINANCE AND INSURANCE**

- Have a Mortgage
- Individual/Partner has Personal Loan-Ranked Likelihood
- Personal Loan
- Individual/Partner is Credit Card Holder
- Household Credit Card Ownership
- Number of Credit Cards
- Have Visa/Master Card
- Have American Express Card
- Have a Store/Shop Card
- Have a Debit Card
- Private Pension-Ranked Likelihood
- Private Pension
- Regular Savings Plan-Ranked Likelihood
- Child Savings Plan-Ranked Likelihood
- Child Savings Plan
- Unit Trusts+High Interest Investments
- Own Stocks/Shares
- Have an ISA
- Investment Activity Ranking
- Household Level Investment Activity Ranking
- Life Assurance-Ranked Likelihood
- Life Insurance
- Private Medical Insurance-Ranked Likelihood
- Private Medical Insurance
- Accident Insurance-Ranked Likelihood
- Accident Insurance
- Funeral Plan-Ranked Likelihood
- Funeral Plan
- Insurance Activity Ranking
- Household Level Insurance Activity Ranking
- Will

**axiom** VARIABLES

**CHARITY INTERESTS AND ACTIVITY**

- Charities/Voluntary Work
- Charity Donor Ranking
- Household level Charity Donor Ranking
- Donate to Environmental/Animals/Wildlife Cause
- Donate to Animal Pet Welfare
- Donate to Environmental Causes
- Donate to Wildlife Care
- Donate to Global Causes-Ranked Likelihood
- Donate to Disaster Relief
- Donate to Third World
- Donate to Other Causes
- Donate to Local Causes
- Donate to Children's Welfare
- Donate to Help the Elderly
- Donate to Medical Research
- Donate to Disabled/Handicapped
- Donate to Cancer Research
- Donate to Help the Homeless

**axiom** VARIABLES

**METHOD OF DONATION**

- Contribute to Charity in the Street/at the Door
- Contribute to Charity by Post-Ranked Likelihood
- Contribute to Charity by Post
- Contribute by Direct Debit
- Contribute by-Internet

**axiom** VARIABLES

**ENVIRONMENT**

- Environment Friendly Product Levels
- Recycled Product Levels
- Green Status-Ranked Percentile

**axiom** VARIABLES

**TRAVEL**

- Take UK Holidays
- Take European Holidays
- Take USA Holidays-Ranked Likelihood
- Take Rest of the World Holidays-Ranked Likelihood
- Foreign Travel as a regular hobby
- Snow Skiing as a regular hobby

**axiom** VARIABLES

- Jogging/Physical Exercise
- Listening to Music
- National Trust
- Personal Computing
- Prize Drives & Competitions
- Religious Activities
- Snow Skiing
- Theatre, Cultural/Arts Events
- Vitamins/Food Supplements
- Wildlife/Environmental Concerns
- Non Smoking Household
- Cultural Pursuits Interest level
- Entertainment Interest level
- Animal/Nature Awareness level
- Outdoor Pursuits level

**TECHNOLOGY**

- Have a PC in the Household
- Have Internet Access at Home
- Have Internet Broadband
- Personal Computing as a Regular Interest
- Games Console
- Digital Camera
- Mobile/Phone Streaming Device
- Have Flat Screen TV
- Have HD TV
- Pay to View TV Subscription
- Cable TV
- Satellite TV
- Mobile Phone
- Mobile Contract Payment Type (Contract/Pre-Pay)
- Household Technology Ranking

**axiom** VARIABLES

**NEWSPAPER READERSHIP**

- Quality Newspaper Readers
- Mid Market Newspaper Readers
- Popular Newspaper Readers
- Daily Record
- Daily Express
- Guardian
- Independent
- Daily Mail
- Daily Mirror
- Star
- Sun
- Daily Telegraph
- Times
- Financial Times

**INSURANCE RENEWAL**

- Car Insurance Expiry Month
- Buildings Insurance Expiry Month
- Contents Insurance Expiry Month
- Changed Home Insurance Provider in Last 3 Years
- Level of Motor no Claims Discount

**axiom** VARIABLES

**AUTOMOTIVE**

- Motorist
- Bought a Car Under 3 Years Old
- SMAMT Car Classification
- Age of Car
- Bought Car New/Used
- Number of Cars in Household
- Car Fuel Type (Petrol/Diesel)
- Annual Mileage

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**Also so viele Daten gibt's von mir nicht!**

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**MIGROS**

# Also so viele Daten gibt's von mir nicht!

«Ihre Personendaten können an andere Unternehmen innerhalb der Migros-Gruppe übermittelt werden»



# Also so viele Daten gibt's von mir nicht!

«Ihre Personendaten können an andere Unternehmen innerhalb der Migros-Gruppe übermittelt werden»



# Und wenn ich nix mit der Migros zu tun habe?

Gmail



Google Maps



Google



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# Personalisierung nicht nur in der Werbung

Facebook Kampagne der FDP (2019)

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Für Studierende

Für Familienmenschen

Für Patrioten



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# Personalisierung nicht nur in der Werbung

Facebook Kampagne der FDP (2019)

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Für Studierende

Für Familienmenschen

Für Patrioten



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# Personalisierung nicht nur in der Werbung

Facebook Kampagne der FDP (2019)

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Für Studierende



Für Familienmensen



Für Patrioten

# Personalisierung nicht nur in der Werbung

Facebook Kampagne der FDP (2019)

Für Studierende



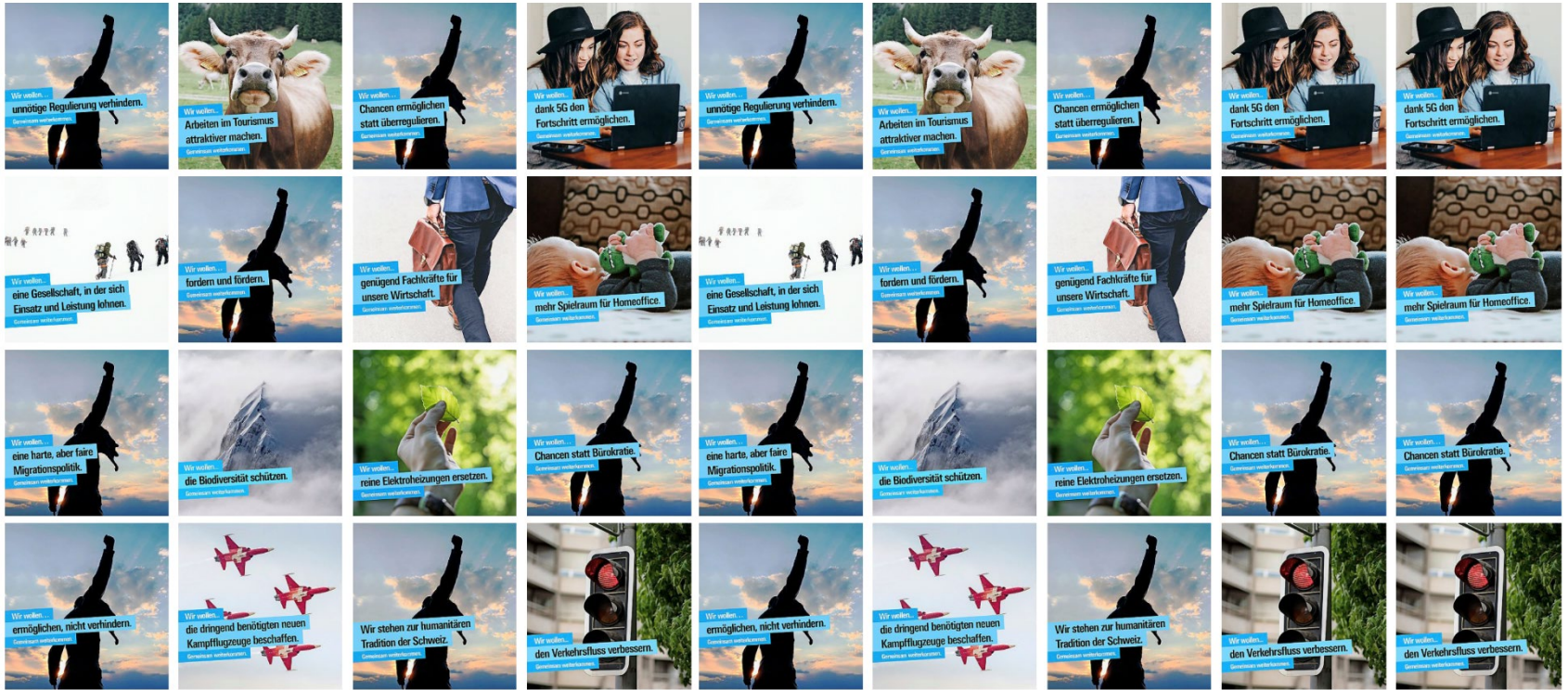
Für Familienmenschen



Für Patrioten



# 2322 verschiedene Anzeigen



**5AM REFERENDUM SPECIAL**

**Daily Mail**

FRIDAY, JUNE 24, 2016

www.dailymail.co.uk

DAILY NEWSPAPER OF THE YEAR 65p



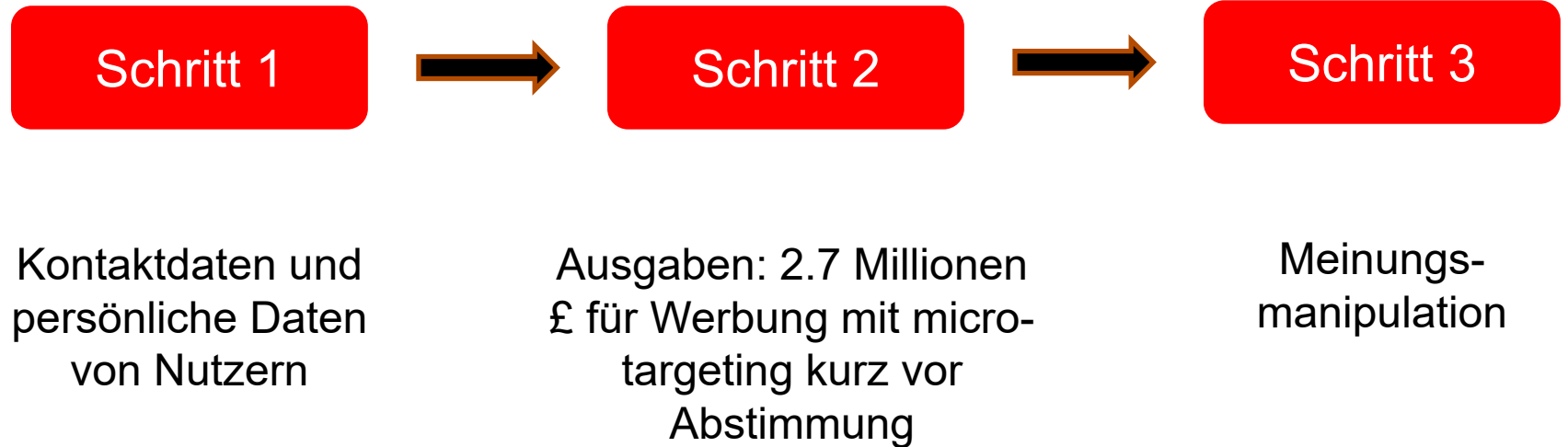
Overjoyed: A jubilant Nigel Farage in London early today celebrating the stunning victory for the Leave campaign

# WE'RE OUT!

■ After 43 years UK freed from shackles of EU  
■ PM in crisis as voters reject Project Fear  
■ Leave surge sends pound to a 31-year low

# Strategie

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# Strategie

## Schritt 1

Kontaktdaten und  
persönliche Daten  
von Nutzern



31'474'716 : 1  
: 1

# Strategie

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Schritt 1



Schritt 2

Kontaktdaten und  
persönliche Daten  
von Nutzern


Ausgaben: 2.7 Millionen  
£ für Werbung mit micro-  
targeting kurz vor  
Abstimmung





The **EU** blocks our ability  
to speak out and  
**PROTECT** polar bears!

[CLICK TO PROTECT THEM](#)

A polar bear is shown in profile, walking across a fragmented ice floe. The bear's fur is a mix of white and light brown. The ice is white and blue, with some water visible between the chunks. The background is a vast, hazy expanse of ice and sky.

The **EU** blocks our ability  
to speak out and  
**PROTECT** polar bears!

[CLICK TO HELP THEM](#)

**£350 million a week  
to the EU**

**OR**


**Flood defences for  
Yorkshire**

**YOU DECIDE:**

**EU**

**YORKSHIRE**





Now the EU wants  
to ban tea kettles!

**TAKE BACK  
CONTROL NOW**

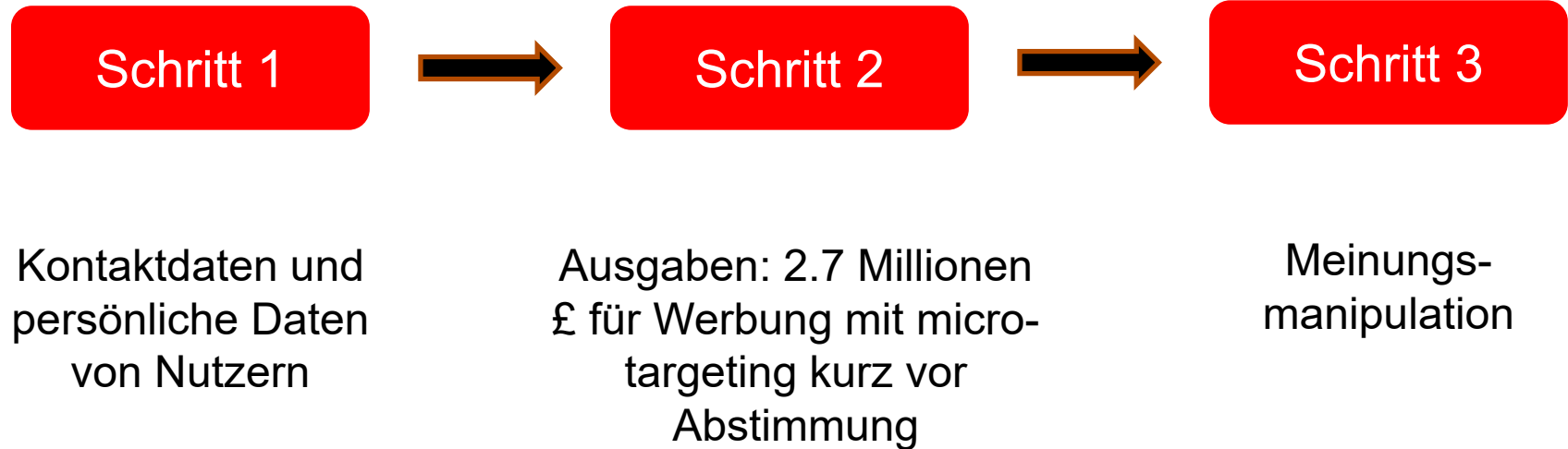
Every week we send  
**£350 MILLION TO THE EU**  
Enough to build a new  
**NHS** hospital every 7 days

CLICK TO HELP THE **NHS**



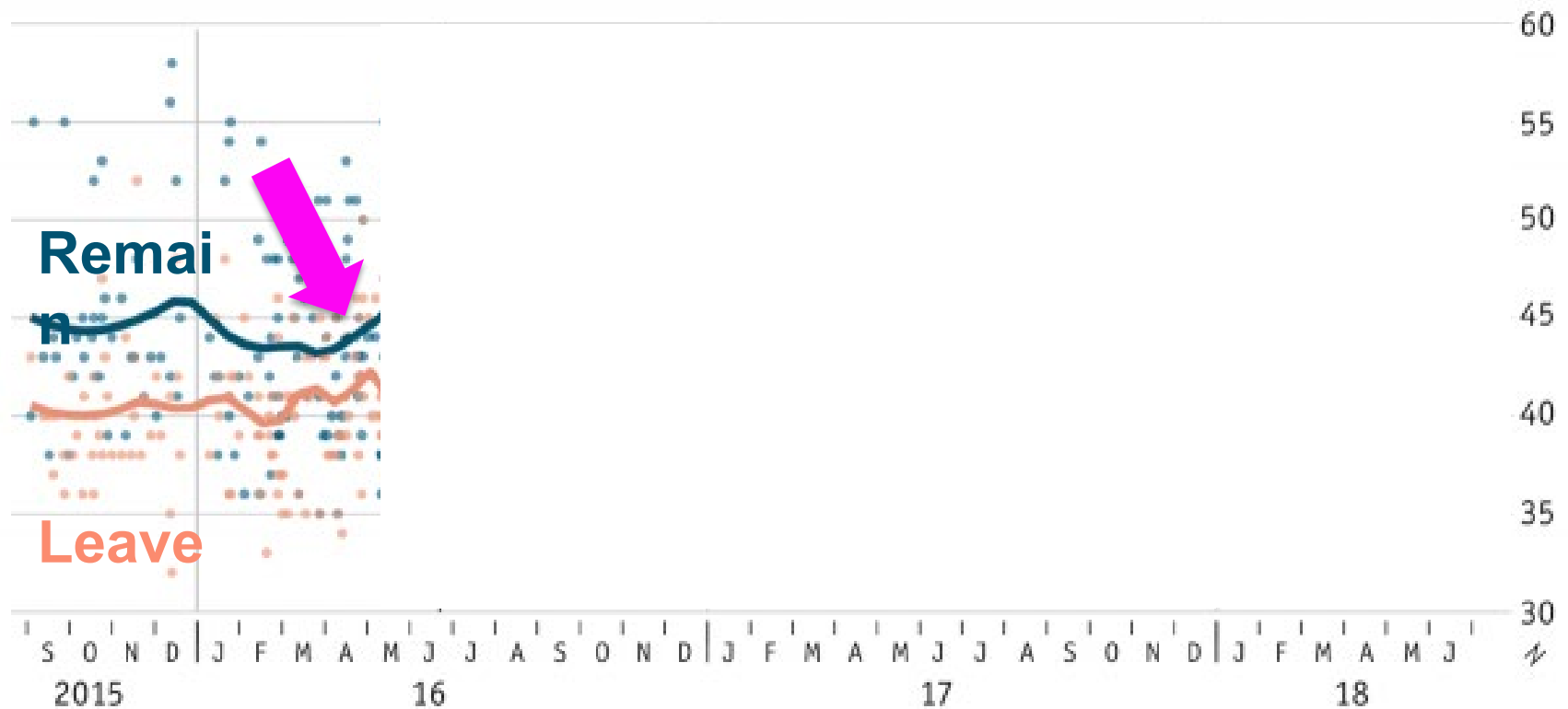
# Strategie

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## Out with the old...

If there was a referendum on Britain's membership of the EU, how would you vote? % responding



Sources: "What UK Thinks", NatCen; *The Economist*



Overjoyed: A jubilant Nigel Farage in London early today celebrating the stunning victory for the Leave campaign

# WE'RE OUT!

■ After 43 years UK freed from shackles of EU  
■ PM in crisis as voters reject Project Fear  
■ Leave surge sends pound to a 31-year low