



Renault Modus Auto Plus

Marco Casella



Renault Modus Auto Plus:

Action auto moto ,2006 *Drum* ,2005 **Motor Industry Magazine** ,2006 *Autocar* ,2005 **NADA's Automotive Executive** ,1994 **Ward's Automotive Yearbook** ,1938 Includes advertising matter *European Car* ,2005

Senioren und Autos Bettina Damhuis,2014-04-11 Inhaltsangabe Einleitung In dieser Diplomarbeit wird dargestellt ob und inwiefern die bisherige Autowerbung auf Frauen ab sechzig wirkt Diesbezüglich wird auch darauf eingegangen was eventuell in den bestehenden Werbestrategien verändert werden muss damit sich die Zielgruppe mit den entsprechenden Werbemaßnahmen identifizieren kann Denn nur so besteht die Möglichkeit das beworbene Produkt in diesem Fall Neuwagen auch erfolgreich zu vertreiben Dazu wird zunächst die Zielgruppe genauer vorgestellt Des Weiteren ist es wichtig den Begriff Werbung vorab zu definieren um anschließend Werbemaßnahmen vorstellen und entwickeln zu können Zusätzlich werden die Grundlagen der Werbung zunächst allgemein und anschließend bezüglich einer zielgruppengerechten Werbung dargestellt Letzteres geschieht anhand der neun durchgeführten Interviews Als letzter Schritt werden Empfehlungen zur Umsetzung einer erfolgreichen Zielgruppen entsprechenden Werbestrategie formuliert In diesem Zusammenhang werden einige persönliche Ideen hervorgebracht die dem Entwurf eines Werbekonzeptes dienen Vorstellung der Klientel Die ausgewählte Zielgruppe umfasst diejenigen Frauen ab sechzig Jahren die einen Führerschein besitzen und zudem aktiv mit ihrem einem Pkw am Straßenverkehr teilnehmen Es handelt sich jedoch ausschließlich um Ein oder Mehrpersonenhaushalte in denen mindestens ein Fahrzeug zur Verfügung steht Anhand verschiedener Untersuchungen möchte ich erarbeiten was es für unterschiedliche Konsumententypen innerhalb der Altersgruppe gibt Hierbei soll gegebenenfalls auch die Frage beantwortet werden ob weibliche Konsumenten überhaupt von männlichen hinsichtlich ihres Verhaltens und ihrer Motive unterschieden werden können Etwas allgemeiner betrachtet kann gesagt werden dass die ältere Generation vor allem Geld für Dinge des täglichen Bedarfs wie Nahrung und Genussmittel ausgibt Senioren neigen dazu qualitativ hochwertigere Produkte zu kaufen Generell zeigt sich bei den Älteren dass sie beim Einkauf mehr auf die Marke achten als auf den Preis Der Wunsch nach Komfort und Bequemlichkeit nimmt auch in diesen Altersgruppen zu Näheres dazu wird in einem der folgenden Kapitel erläutert Inhaltsverzeichnis Inhaltsverzeichnis ABBILDUNGSVERZEICHNIS4 TABELLENVERZEICHNIS4 ABKÜRZUNGSVERZEICHNIS5 1 EINLEITUNG6 2 VORSTELLUNG DER KLIENDEL7 2 1 DIE KONSUMENTENTYPEN UNTER DER KLIENTEL7 2 1 1 Die TNS Infratest Typologie7 2 1 1 1 Die passiven **TWENTY-FIRST CENTURY'S FUEL SUFFICIENCY ROADMAP** STEVE ESOMBA, Dr.,2012-06-06 We badly need new sources of clean energy to generate electricity heat and power our industries homes and workplaces Up to now we have relied on and used only fossil fuels to power our industrial and domestic activities The byproducts of fossil fuels include irreversible pollution and contamination of our Earth climate change global warming and increase in pathogenic and medication resistant diseases Exhaustible fossil fuels are expensive to produce and distribute and not everybody can afford them Why not switch to natural non polluting inexpensive inexhaustible

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