



Virales Marketing bei Red Bull (German Edition)

Philip Haller, Niklas Elvermann, Tim Schulze

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Akademische Arbeit aus dem Jahr 2010 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,0, Westfälische Hochschule Gelsenkirchen, Bocholt, Recklingshausen, Veranstaltung: Einführung ins Studium, Sprache: Deutsch, Abstract: Werbung beschränkt sich schon lange nicht mehr lediglich auf die herkömmlichen Medien Print, Rundfunk und Fernsehen. Vielmehr zielen die Marketingstrategien der Neuzeit verstärkt auf eine aktive Einbindung in das Leben der potentiellen Kunden ab, die vor allem online zunehmend mit neuen Formen von Werbung konfrontiert werden.

Die vorliegende Arbeit beschäftigt sich mit dem Viralen Marketing von Red Bull. Behandelt werden unter anderem folgende Themen:

- Definition von viralem Marketing
- Die zunehmende Bedeutung des Mediums Internet
- Nachteile des viralen Marketing

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