



Storytelling in Onlinewerbefilmen (German Edition)

Andreas Friedrich

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Bachelorarbeit aus dem Jahr 2013 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,3, Hochschule für Angewandte Wissenschaften Neu-Ulm; früher Fachhochschule Neu-Ulm (Informationsmanagement), Sprache: Deutsch, Abstract: Die Arbeit beschäftigt sich mit der Frage welche Faktoren beim Einsatz von Storytelling in Onlinewerbefilmen erfolgsentscheidend sind. Dabei wurden, neben der Auseinandersetzung mit der Theorie von Geschichten, Informationsverarbeitung und Einsatzbereiche von Storytelling, vier erfolgreiche Werbefilme (KONY 2012, Adidas "The Return", Budweiser "Brotherhood", GetUp! "It's time") aus unterschiedlichen Branchen analysiert und verglichen. Am Ende erfolgt eine kurze kritische Auseinandersetzung mit dem Einsatz von narrativen Elementen in der Massenkommunikation.



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