



Werbung in China (German Edition)

Tobias Reinold

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Studienarbeit aus dem Jahr 2006 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1, Hochschule Pforzheim, Veranstaltung: Einführung in die Werbung, Sprache: Deutsch, Abstract: Zwischen staatlicher Zensur und westlichen Experimenten: Werbung in China ist wie ein Spiegel des ganzen Landes: Ungewohnt, rasant wachsend und schnell. Im Folgenden soll ein Überblick über das spannende Thema der Markenkommunikation in Fernost gegeben werden. Gemessen an den Ausgaben

der Firmen für Marketing-

Kommunikation stellt China

mit 24 Milliarden US-Dollar

den drittgrößten Markt der

Erde für Werbung dar

Natürlich relativiert sich

diese Zahl, wenn man sie den 1,3 Milliarden zu erreichenden Konsumenten

gegenüberstellt. Das Werbemedium mit dem größten Umsatz und Abdeckung

ist der staatlich kontrollierte Rundfunk und TV; das schnellste Wachstum

verzeichnet die Online-Werbung, mit der über 100 Millionen surfende

Chinesen erreicht werden.

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