

# Inhouse Workshop

## What makes advertising successful

We regularly identify the communication performance by pretests of advertising media. Now we have compiled the findings of seven years of **advertising effect research** for you and give you an insight to the world of successful advertising.

### Topics:

- Stand out, but how?
- Control views, this is how.
- Use emotions purposefully.
- Why so complicated?
- Branding with feeling.
- Just test it!

You can look forward to numerous more or less successful examples from the world of advertisement and make use of general **key learnings** at your everyday work.

Duration: approx. 60 minutes

No costs for you

### Participant responses

from more than 20 successful events

„Competent speakers, very good examples.“

„Exciting content, not of advertising nature.“

„Good and practical – anytime again!“

