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Native Advertising. Chancen und Herausforderungen im Online-Marketing (German Edition)

Lukas Lohmann

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Studienarbeit aus dem Jahr 2015 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,3, Fachhochschule Wedel (Master-Studium E-Commerce), Veranstaltung: Online Marketing, Sprache: Deutsch, Abstract: Klassische Online-Werbung ist an einem kritischen Punkt angelangt: Nutzer empfinden Bannerwerbung als störend und ignorieren diese. Immer mehr Internetuser installieren AdBlocker, die Anzeigen automatisch unterdrücken und den Fokus auf redaktionelle Inhalte legen. Aus der Perspektive eines Publishers sind die aktuellen Entwicklungen existenzbedrohend. An dieser Problematik knüpft das sogenannte Native Advertising an, das auch in Deutschland immer mehr an Bedeutung gewinnt. Diese junge, aufstrebende Form der Online-Werbung ist Thema der vorliegenden Seminararbeit.
Native Advertising gilt spätestens seit der dmexco 2014 als eines der bestimmenden Marketinginstrumente. Die Relevanz dieser Arbeit wird durch aktuelle Meldungen verdeutlicht: Am 9. April 2015 hat Facebook ein Patent angemeldet, mit dem sich das soziale Netzwerk einen Vorsprung im Native-Advertising-Werbeökosystem verschaffen möchte.

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