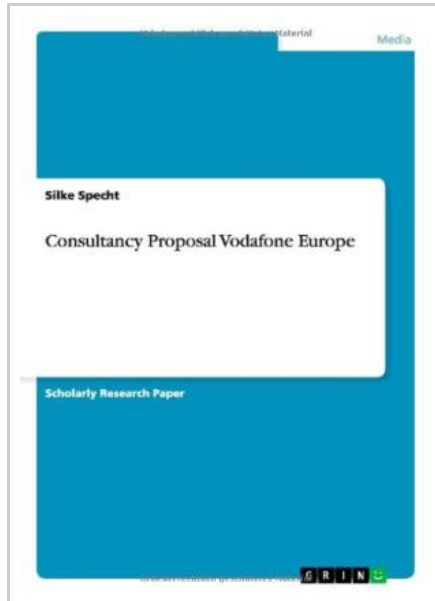




Consultancy Proposal Vodafone Europe

By Silke Specht

GRIN Verlag. Paperback. Book Condition: New. Paperback. 16 pages. Dimensions: 10.0in. x 7.0in. x 0.0in. Scholarly Research Paper from the year 2009 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1, 7, University of Southern Denmark, course: Experiential Marketing, language: English, abstract: This proposal for Vodafone Europe offers a solution to face the risks for the business caused by the financial crisis as well as by matured markets. To meet the needs of today's customers we provide an experiential marketing campaign. The core of the campaign is a promotional tour through different countries in Europe. Customers are engaged in the campaign by voting for the locations, at which promotion events can take place, and at the events themselves by getting entertained and educated, by getting an escape from the daily routine and by getting involved in various activities. Beside those realms-mixture, the concept includes different marketing strategies of sensory marketing. The experiential character that differentiates this promotion event from others is created by keeping the content and the procedure of the event secret from customers until they visit the event. The finance needed for a successful implementation is enormous, but we also provide possibilities to reduce costs...



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