

## Competence Center Media Management

Every year more than €50 billion is spent on brand and target-group communication and that's just in Germany. The number of different media affording access to the customer has grown enormously. The flood of information has resulted in information overload. This prompts the urgent question of what communication media and what messages can be used most effectively and efficiently.

The research projects carried out by the Media Management Competence Center concentrate on the media of 'live communication'. Instruments of 'live communication' focus on personal experience of a company and its brand as well as coming into contact with the target group within a staged, emotionally appealing setting. Also included are trade shows, special events, promotional campaigns and forms of personal sales.

LMM provides answers to the following questions:

- How can the instruments of live communication be optimised for each target group?
- What psychographic and economic effects can be achieved with the various instruments of live communication?
- What particular aspects need to be taken into account when live communication is used in international markets?
- How do the efficiency and effectiveness of live communication compare with classical communication?
- What budgeting methods can be used to integrate and optimise control over the communication budget?

Externally financed research posts, EU research projects and close cooperation with agencies, trade show companies and academics in the USA and Asia all testify to the strong international reputation of LMM's research.

### Research Projects: (Since 2000)

- Consumers' store selection behavior
- Trend analyses to 'live communication'
- Efficiency and effectiveness of 'live communication'
- Management of mega events
- Value-oriented pricing of trade-fair-services
- Acceptance factors of M-commerce attendances
- The choice of shopping locations from the consumer's view
- Consumers loyalty in retailing and integrated communication at the point of the sale
- Profiling of retailers by emotional and rational approaches
- Strategic trade-fair management
- Psychosocial antecedents for the effectiveness of creative advertising

## Team of Competence Center Media Management

### Research Assistants/Teaching Assistants:

- ▶ Dipl.- Kffr. Christiane Springer
- ▶ Evelyn Kästner (M.A.)
- ▶ Kathrin Jung (M.S. International Business)

### Doctoral Candidates

- ▶ Dipl.- Kfm. Andreas Fuchs
- ▶ Dirk Weiss (MBA)
- ▶ Marc Schumacher (MBA)