



# Narrative Brand Planning: Wie Marken zu echten Helden werden (German Edition)

*Frank Otto Dietrich, Ralf Schmidt-Bleeker*

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Narrative Brand Planning – wie Marken zu echten Helden werden Das digitale Zeitalter hat die gute alte Werbewelt gehörig auf den Kopf gestellt. Mediennutzer haben sich vom passiven Konsumenten hin zu aktiven Produzenten von Medieninhalten entwickelt – und das jederzeit und überall! Leider hat das konventionelle Marketing die Menschen schon seit langem aus den Augen verloren. Als Reaktion verhängen wir Menschen immer häufiger die Höchststrafe: vollkommenes Desinteresse an Marken und ihren Versprechen. Was die digitale Welt aus Menschen, Medien und Marken jedoch nach wie vor braucht wie die Luft zum Atmen, sind echte Geschichten! Werbung muss weg von fiktiven Erzählungen innerhalb einzelner Werbemaßnahmen, hin zu realen Handlungen auf Markenebene! Das erzeugt spannende, transmediale und vor allem glaubwürdige Geschichten, die sich Menschen gut und gerne erzählen. Frank Otto Dietrich und Ralf Schmidt-Bleeker entwerfen mit Narrative Brand Planning einen Ansatz, wie man im digitalen Zeitalter Relevanz für Geschäftsmodelle, für Markenstrategien und Markenkommunikation erzeugen kann. Oder kurz: wie man Marken Schritt für Schritt zu echten Helden macht.

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