

Press Information

The significance of online clips grows in advertising

ARBOambient has recognized the trend and focuses on YouTube and other Web 2.0 offers

Munich, 28th July 2008 – Cross-media marketing is nothing new. For a long time now advertisers have known that the intelligent use of a number of channels brings quicker success. Krzysztof Binkowski, manager of ARBOambient in Poland, says. "It is for this reason that we are focussing on the internet for the realization of our campaigns. In this way we create a complete 360° marketing approach for our customers".

Crowned with success: the correct use of Web 2.0

The integrative use of Web 2.0 is gaining ever more significance for advertising and PR. Above all, the connection of public actions, such as Streetart or public dancing areas for the promotion of the program "You can dance" in Polish television (Guerilla Marketing), and the internet increase responsiveness. Krzysztof Binkowski further states: "If somebody shows what he can do in public on the market place with the "*You can dance action*" then he will look at the video in the internet later on with friends. It will be talked about and the chain reaction of word-of-mouth marketing catches on with the result that we reach a large portion of the target group".

Alexander Sigl, board member at ARBOmedia AG, says: " Our affiliated company ARBOambient has been the trend setter in the Polish market for many years – they combine innovative ambient campaigns with the range of the internet and the possibilities of our online promoters ARBOinteractive for well known customers. We plan to scale this success model during the next months in our branches in the Czech Republic, Rumania and Russia".

ARBOmedia AG

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About ARBOambient:

ARBOambient is a wholly owned subsidiary of ARBOmedia AG and counts as being one of the most creative advertising agencies in Poland. With 70 members of staff, ARBOambient combines all forms of advertising. This young company scores in the areas of out-of-home-media as well as indoor, outdoor and cross-media actions. ARBOambient was able to win such customers as WRIGLEY, IKEA and P&G.

About ARBOmedia:

ARBOmedia AG is the largest independent marketing agency in Europe. The client portfolio for the core business – in the field of marketing of electronic media – currently encompasses more than 600 websites, 33 TV networks and 12 radio stations. In addition to this there are 60 magazines and an increasing number of out-of-home media. The wide range of media portfolio makes ARBOmedia experts in the sector of media convergence and cross-media solutions. As an independent marketing agency, the company is the market leader in strong growth countries situated in central and southern Europe.

The shares for ARBOmedia AG are listed in the Prime Standard of the German Stock Exchange.

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