



Minimalismus und Understatement - die PR-Strategie der 25 records KG (German Edition)

Sarah Bagel

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Studienarbeit aus dem Jahr 2002 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,0, Universität der Künste Berlin (Institut für Theorie und Praxis der Kommunikation), Veranstaltung: PR & Strategie, Sprache: Deutsch, Abstract: "Es gibt Ideen, die sind so schön, dass man sie am liebsten selbst gehabt

hätte." Das schreibt Christoph Herrmann über die Idee von Stefan Schmidt, Gründer und Geschäftsführer der 25 records KG, in der Brand Eins. Das Konzept, einen Plattenladen mit nur 25 verschiedenen, stets wechselnden CDs im Angebot zu haben, hat sich seit der Gründung 1999 zu einem erfolgreichen Geschäft entwickelt.

Schmidts Prinzip der Reduktion und Selektion ist nicht nur der Grundpfeiler der Unternehmensidee, sondern manifestiert sich auch in der Öffentlichkeitsarbeit seiner Firma.

Die vorliegende Ausarbeitung stellt die äußerst minimalistische PR-Strategie des Unternehmens 25 records vor und versucht zu erklären, weshalb sie trotz ihrer fast schon unglaublichen Einfachheit zu funktionieren scheint. [...]

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