



Corporate Publishing - Eigenschaften, Formen, Bedeutung (German Edition)

Christian Müller

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Studienarbeit aus dem Jahr 2009 im Fachbereich Medien / Kommunikation - Journalismus, Publizistik, Note: 1,3, Hochschule der Medien Stuttgart, Veranstaltung: Public Relations, Sprache: Deutsch, Abstract: CP-Medien, welche lange Zeit eher nebensächliche Kommunikationsinstrumente darstellten, sind heute gefragter denn je. Kommunikationsverantwortliche haben erkannt, dass es sich als durchaus lohnend erweist, Budgets klassischer Kampagnen umzuschichten, um sie für zielgerichtete CP-Maßnahmen einzusetzen. Am wirksamsten haben sich hierbei Mitarbeiter- und Kundenpublikationen erwiesen, denn sie transportieren Inhalte durch ihren journalistischen Stil glaubwürdiger als kein anderes Medium.

Dabei gilt es jedoch zu beachten, dass die Inhalte individuell an die Zielgruppe angepasst sein müssen, denn nur wer sich angesprochen fühlt, setzt sich auch mit der Botschaft auseinander. Demnach gilt eine CP-Publikation erst dann als erfolgreich, wenn sie neben einer intensiven Nutzung, Botschaften überzeugend vermittelt, das Image stärkt sowie einen positiven Beitrag zur Erhöhung der Kundenbindung und Mitarbeiterloyalität leistet.

Bei der Konzeption und Umsetzung ist eine Zusammenarbeit mit externen Kooperationspartnern wie Redaktionsbüros oder Werbeagenturen ratsam, da unprofessionell aufgemachte Titel reputationsschädigend wirken können.

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