

Marketing @ Bionade GmbH

by
date
course
teacher
pictures

Tobias Unger
June 18, 2009
EBEC 1c
Sheila Gutknecht
by courtesy of Bionade GmbH



What you will get to know.

1. Basic Facts of History
2. Marketing Evolution
3. 2008's Marketing Campaign
4. Conclusion and Questions



Basic Facts of History



- idea
- product development

- commercial launch

- market leader



Marketing Evolution



- healthy
- organic
- niche product

1996

2000

- trendy lifestyle product
- sold in supermarkets
- customer supported



2008's Marketing Campaign

form

- creative
- large-scaled billboards
- location-dependent

places

- central stations
- huge buildings (see below)
- next to Frankfurt stock exchange (left picture)



Conclusion and Questions

today's
success

a result of 25
years of hard
work

What was
changed?

everything
beyond the
product itself

