



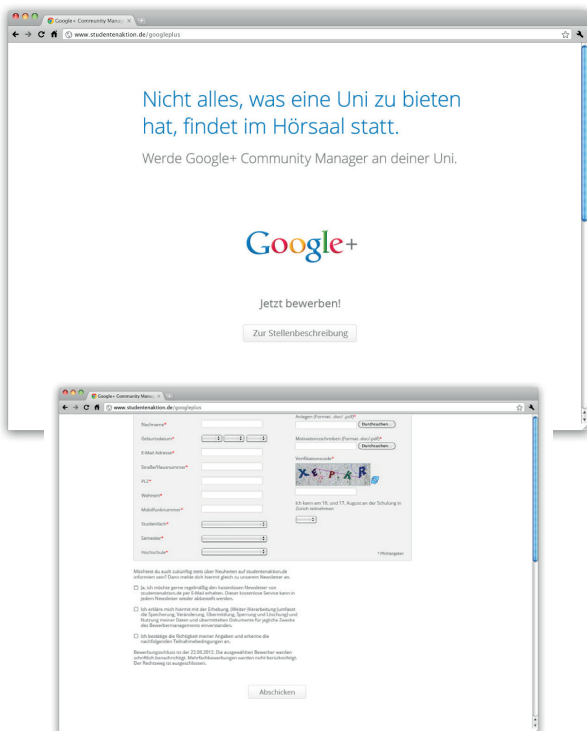
Product Advertising at the University

Business Case: Google+

Google+

Measures:

- Programming of a landing page with integrated market research
- Advertisement of the vocational position „Google+ Community Manager,“ at the university locations by:
 - Posters (double-DIN A0, DIN A0, DIN A2, A1, A3, CLP)
 - Display (campus-info-tower (CIT), approved displays, table display)
 - Online Job Boards
 - Promotion through walking teams/ Distribution
- Project management in the field: selection of applicants, interviews, employment contracts, remuneration, training and supervision of the community managers and assistance with the organization of the “Magic Moments”



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