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Digital Marketing Monday – for the first time in a completely digital setting

Nine companies, nine tasks and nine minutes time: On Digital Marketing Monday, students from FH Wien der WKW presented their communication and marketing concepts to an online audience.

Vienna, May 19, 2020 – On Monday, May 11, 2020, the 11th edition of the event series "Mobile Monday" took place for the first time in a completely virtual setting as "Digital Marketing Monday". Students of the Bachelor's programs in Corporate Communication and Marketing & Sales at FH Wien der WKW presented their innovative communication and marketing concepts.

A jury of experts evaluated the students' concepts

The English group led by lecturer Harald Winkelhofer and the German group led by lecturer Jacqueline Resch, competed against each other using project work, which was developed in the course of "Mobile Marketing". Academic Coordinator Martina Zöbl moderated the event. A digital marketing expert jury evaluated the students' concepts. The audience decided which of the teams was the winner via online voting.

Student's projects at very high level

The students convinced with professional presentations on an agency level. Considering the implications of the Corona crisis, the teams demonstrated a high degree of flexibility, incorporated the crisis into their communication strategy and skillfully addressed the resulting special situation of the clients.

Holiday at home with *bus dich weg!* and *Vanillas Wien*

The team *bus dich weg!* convinced with a well thought-out customer journey, which focused on customization. Under the title "Corona Crisis – Holiday at Home" the students designed a humorous campaign, which aimed at comparisons between situations at home and characteristics of the holiday destinations. Under the motto "Celebrate the sweet life every day", the *Vanillas Wien* group developed a sophisticated social media campaign that relied on geo-targeting and links to weather information.

Living sustainability with *ERUi Cosmetics*, *VIS A VIS* and *Child Destiny Foundation*

The *ERUi Cosmetics* student team was faced with the task of raising awareness of this young natural cosmetics brand, using video content and social media. By linking online and offline, a well thought-out comprehensive approach was achieved for a target group that wants to buy organic products locally. The group *VIS A VIS* designed a package of measures based on an aesthetic world of images that contributes to the communication goals of local slow fashion and sustainability. Measures to professionalize the NGO's online presence were presented by the *Child Destiny Foundation* team. The organization runs day-care centers for handicapped children in Africa – a special challenge in communication, which the student team mastered brilliantly.

Small wishes and big dreams with *Santander* and marketing the *Porsche Ski App*

The *Santander Consumer Bank Österreich* group in cooperation with *Österreichische Post AG* designed a high-impact campaign with the communication goal of making small consumer wishes

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immediately achievable. The team focused on innovative audio ads that are supposed to create images in the mind. The *Porsche* team in cooperation with *Österreichische Post AG* had the challenging task of increasing the number of users of an already launched ski app of Porsche Holding Gesellschaft m.b.H. This was achieved through direct emotional messages under the hashtag "#unraceable" and a balanced combination of online and offline measures.

Corporate Identity for *EDELWEISS CONSULTING* and *Physiopraxis-Wien Babak RABIEI*

The *EDELWEISS CONSULTING* team developed an overall strategy for the optimization of the young consulting company's website. The corporate identity (CI) of the company was strengthened by new color codes. The group *Physiopraxis-Wien Babak RABIEI* was commissioned with the development of a complete CI and branding. The team impressed with professional creations in the area of logo and color concept development and an image video.

High praise to the student teams

The expert jury with Michael Labschütz (Product Development, E2 Communications GmbH), Gerhard Guenther (CEO and Co-Founder, Digitalsunray Media GmbH) and Christian Graf (CEO and Founder, CeeQoo – Digital Solutions) praised the student teams for the professional implementation of the individual projects. They particularly emphasized the flexibility with regard to the Corona crisis as well as the well thought-out communication and marketing approaches, which were based on a precise analysis of the clients' requirements. The clients were also impressed by the well-considered and detailed concepts. In the end, Team *Porsche* clearly won the online public voting, followed by *bus dich weg!* and *VIS A VIS*.

At the end of the event, Sieglinde Martin, Head of Department of Communication, praised the great commitment of the students in the implementation despite the difficult conditions and expressed her pride that this event went off perfectly in the online setting with so many participants. We congratulate all teams on their successful presentations and thank the jury, all participants and the clients for the excellent cooperation!

The course "Mobile Marketing" is part of the electives of the following Bachelor's programs:

[>> More information about the Bachelor's program in Corporate Communication](#)

[>> More information about the Bachelor's program in Marketing & Sales](#)

Images to download:

[Welcome](#)

[Student teams](#)

[Jury und lecturers on Digital Marketing Monday 2020](#)

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FHWien der WKW

University of Applied Sciences for Management & Communication

FHWien der WKW has been Austria's leading university of applied sciences for management & communication for over 25 years. Working in close contact with Austrian corporations, FHWien der WKW offers comprehensive and practice-oriented academic programs to over 2,800 Bachelor's and Master's students. Two thirds of our teaching staff have a background in business. Our programs are tailored to the needs of companies, optimally preparing our graduates – around 11,000 to date – for their future careers.

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