



Einkaufen

*AM LIEBSTEN
IN VORARLBERG*

Weil fachkundige Beratung
das Wichtigste ist.



Schwarzach, January 2017



BACKGROUND

Successful cross-media campaign promoting shopping in Vorarlberg running for three years under the slogan „Shopping ... preferably in Vorarlberg“.

Shopping is always an emotional experience.

Local independent retailers and traders are best positioned to provide that experience – through friendly staff, competent advice and excellent customer service. Local businesses provide jobs, train young people and keep the local economy going for a prosperous future.

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OBJECTIVE

Topics: Why should I shop locally?

- To strengthen the independent retail industry in Vorarlberg
- To buy fresh and local produce
- To add value to local economy
- To secure local jobs/training opportunities
- To access repair service
- To get competent advice/personal service
- To secure the local food supply
- For better response to complaints
- To help maintain vibrant town centres/
no vacant shops or deserted streets
- To promote the diversity of shops and merchandise/
not just international chain outlets monopolising the market
- Merchandise can be touched, quality can be inspected on site/
clothes can be tried on/resulting in real shopping experience
- To keep money in the region

„Shopping in Vorarlberg – because professional service matters.“



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MEDIA CAMPAIGN

At the core of the initiative is the cross-media ad campaign. The ads are not only to repeat the core message of the campaign, but should touch readers at an emotional level.

The advertisements will be published in the VN, NEUE, Wann&Wo and on the VOL.AT website. Antenne Vorarlberg will broadcast image ads.

In addition, print and online media will carry articles covering the campaign. The editorial coverage focuses on people, their workplaces and the importance of the local retail trade for the region.



Eine Initiative von



ADVERTISEMENTS AND TESTIMONIALS

The various campaign ads will be published once a week in all media.
The initiative also includes a testimonial campaign to be carried in all media.

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Weil persönlicher Kontakt
und Service zählen.



Elke Mistura,
Sagmeister Mode, Bregenz

Eine Initiative von **WKO** **Vorarlberg** **PRISMA**

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Christian Steurer, Josef Seifert's Erben
Weinkellerei GmbH, Klaus

Eine Initiative von **WKO** **Vorarlberg** **PRISMA**

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Weil Kundenzufriedenheit
das Maß aller Dinge ist.



Angelika Fetz,
bio bin ich, Dornbirn

Eine Initiative von **WKO** **Vorarlberg** **PRISMA**

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Weil damit das Stadtbild
erhalten bleibt.



Heide Albert, Natur & Reform
Albert, Feldkirch

Eine Initiative von **WKO** **Vorarlberg** **PRISMA**

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„Aufmerksame Bedienung und Beratung sind bei uns ebenso selbstverständlich wie Serviceleistungen. Als Kunde stehen Sie bei all unseren Überlegungen im Mittelpunkt.“

Gerda Rajic
Modehaus Walser
Hohenems



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„Wir zu Produkten beraten, die
stille als Geschenk ver-
oder Reklamationen
und unkompliziert
– bei uns be-
n Kunden den
etten Service
einer Hand.“

Martin Sinnstein
Sinnstein, Rankweil

