

from challenge to chance

trading in a changing society

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german, 50y



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TOP SECRET

we need new recepies.

now!

Helicopters for Everybody



The Hoppi-copter is evolving into a comfortable single-seat helicopter that will supply you with cheap air transportation.

By Frank Tinsley

BACK in the 30's, a Seattle aeronautical engineer named Horace T. Pentecost became convinced that he could design a set of personal wings. As an engineer and student of aviation history, Pentecost was well aware of the shortcomings of man-made flapping wings, so he gave the problem an entirely different solution. In place of rosy pinions, he substituted the whirling blades of the modern helicopter.

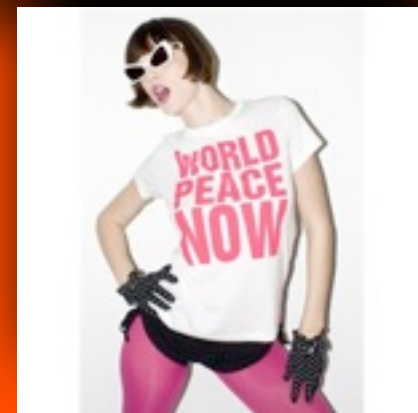
His first machine, designed for army

paratroopers, was intended to supplant the clumsy and uncontrollable parachute. Strapped to the wearer's back, it was christened "Hoppi-copter" because the trooper literally hopped off and landed on his own two feet. It consisted of little more than an engine, rotors and control stick, mounted on a tubular frame that was strapped over the flier's shoulders and back.

The Hoppi-copter's dependence upon human legs as landing gear proved its

new customer groups .

new customer behaviour.



new ways of age. the active generation.



new competitors.
never expected before.



WIKIPEDIA
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new synergies

service for more customer value



the consumer is matured.

we are dealing with specialists!

switzerland.
spring 1948.



**First Self Service
Supermarket in
Europe**

europa .
1963.

ikea's
internationalization



germany.
summer 1972.

**First Self Service
Gasoline Station in
Germany**



europa.
1977.



diy trend
in europe

the world. 2011.



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everytime
everywhere**

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a professional in communication.

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every customer is connected to the world.





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SHOPPED WITH TESCO
SAVED £10.98



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GET VOUCHERS

consumers expect values.

the product isn't enough.



we must deliver more.
act. authentic .



In 1986, at the height of the UK's most acquisitive years, half of all adults said they felt they should own more possessions.

A generation later, the figure is closer than one to five.

Source: Bridgepoint 2008

value shift. the top 5 in europe.

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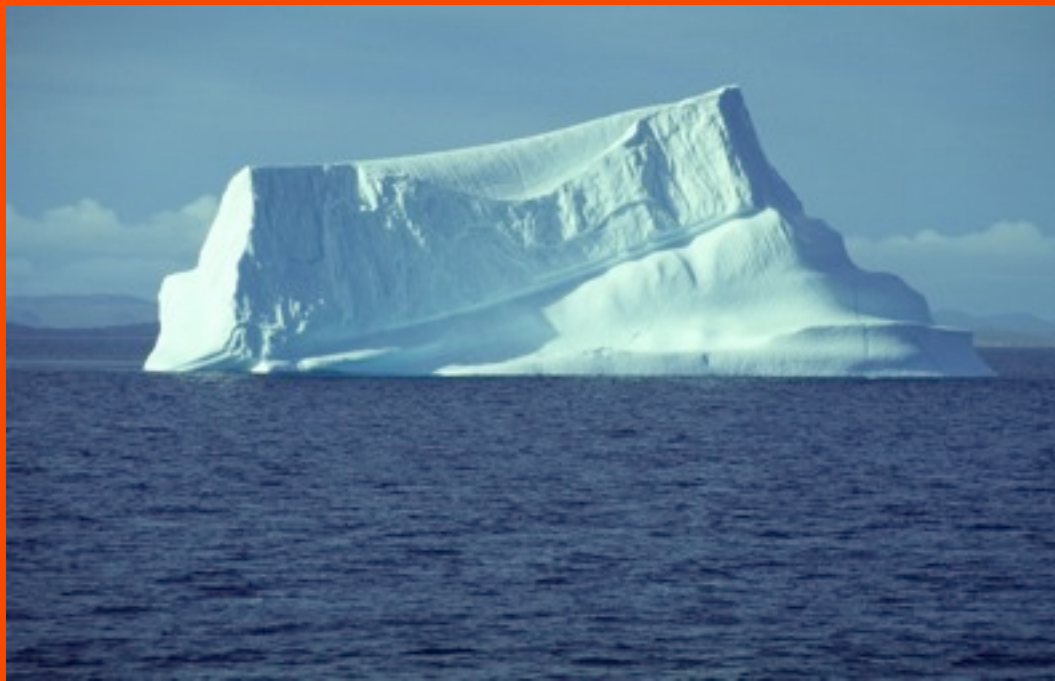
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tear down the border.

shopping vs. purchasing.



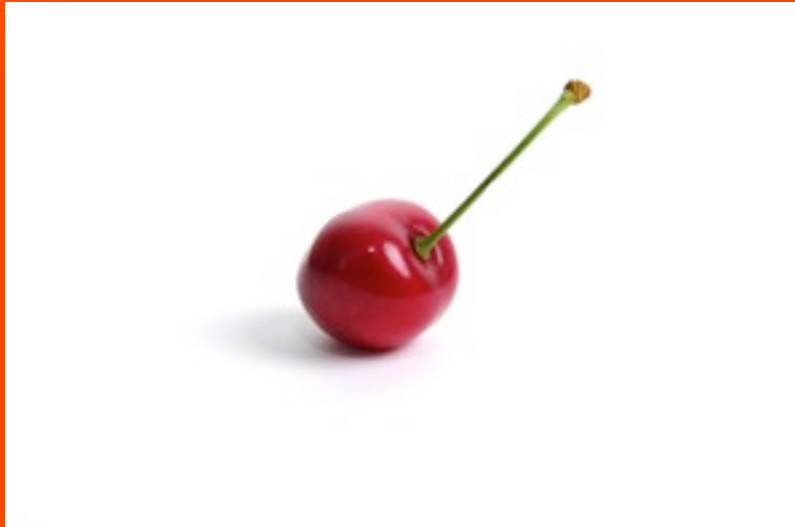
try to understand.
decisions are results of emotions.



start with the basics.
identify your own rattlesnake.



the simple things...
...makes a difference.



try to understand.
we feel what we buy.



consumers expect emotions.

build a story for them.

we pay for values.
and buy emotions.

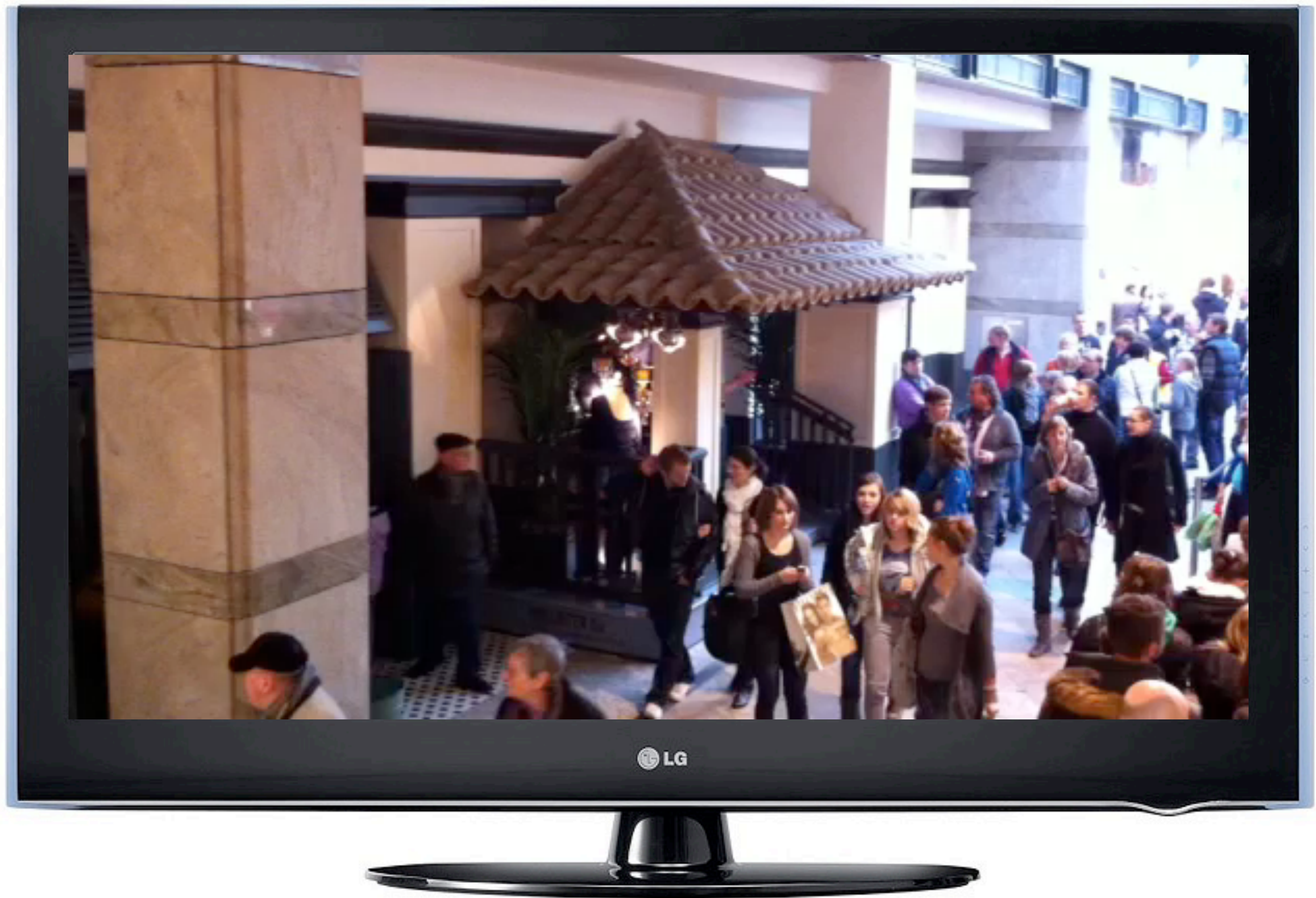


we pay for convenience.
and buy comfort.

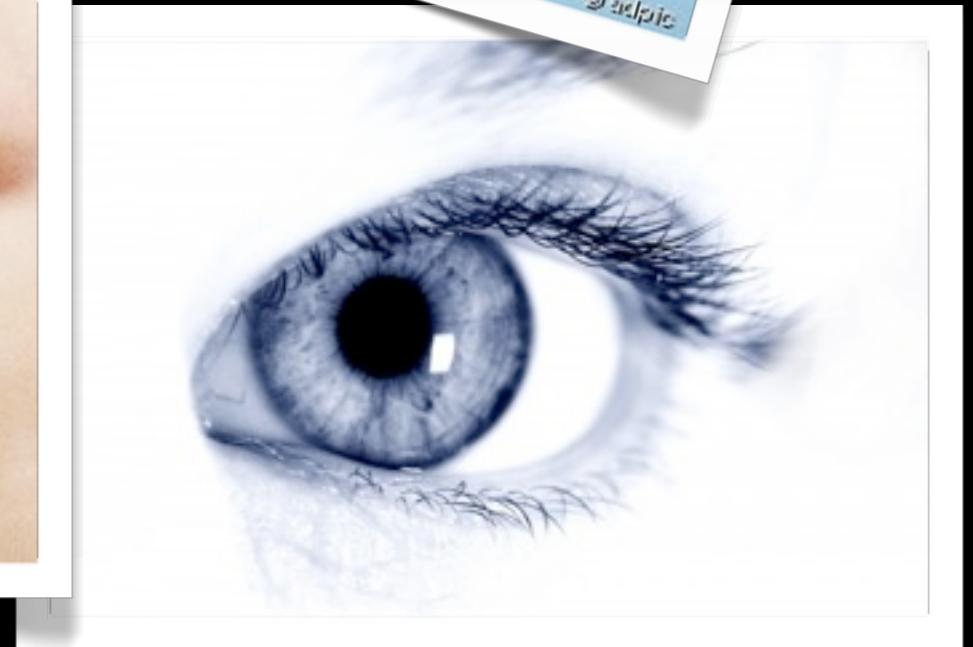


celebrate your store.
don't be the cheapest for one day.





play with the senses.
the direct way to the decision tree.





consumers expect service.

easy to realize onsite, the big chance.

service as a part of the dna.
we are not the cheapest - but the best.



mix online advantage...

...with offline advantages.





METRO Group
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LG

your business is passion.

treat it like one.

transfer your customers to fan's.

learn from mr. jobs.

