

Albert L. Essenther

- CEO/ Senior CD, Euro RSCG Vienna
- Recent Judge – Effie Austria

State of Marketing: Austria



1) What is the key to creating effective marketing communications in Austria?

Austria is a small country. On the one hand Austrian people therefore are not too self-conscious (as a nation, e.g. in relation to our “Big Brother” Germany) – on the other hand Austrian people are flexible, clever, busy ... a real tourist nation, with a certain kind of humour. Effective marketing communication therefore has to play with our peculiar way of behaving and talking (lots of top campaigns are playing with puns) ... and you have to understand the Austrian combination of (on the one hand) modern way of living - with (on the other hand) a lot of tradition and local rootedness. Understand the recent and local needs of people; refer to smaller household budgets, but tell a story with a lick of humour and Austrian “touch”.

2) What strategies are working? Which are failing?

It depends on the type of branch of industry. Usually strategies are working, that are offering fast and obvious advantages. Austrian folks are very spoiled but rational consumers – we have a huge rate of discount formats, high penetration of retail subsidiaries (electric, food ...), cheap mobile providers with ruinous price fights ... so; use clear strategies, not too “hair-splitting”. Otherwise you’ll fail.

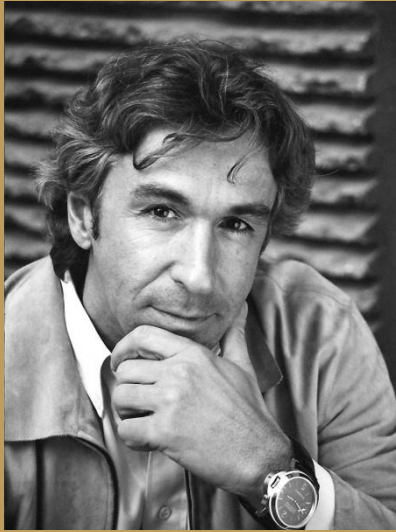
3) What trends do you see? What do you feel will be next year’s trends?

While the economies of the USA and emerging Asia and Latin America expanded markedly at the beginning of the year, economic activity in Europe and in Austria remained weak. Private consumption is on a steady but slow upward trend. In such an environment, the Austrian economy will grow by 1.3 percent in volume in 2010 and by 1.4 percent in 2011. So, no wonder, it will be even harder than it used to be in 2009. More and more communication will focus (without “Cinderella advertising stories”) on real life, real needs – but still with some emotional or slightly humorous touch.

4) What technology has impacted the way brands in Austria effectively engage with their targets?

Austria still is a real “print country”. But; the meaning of internet grows slowly in marketing, but it grows. Right now we have about 7% spending for Internet communication, 2011 we will have about 10%. A growing sector also is BTL, events, cross media and especially impactful

promotions. ... So, everything, what clients can measure very fast ... and everything that supports direct dialog with the own customer ... (everybody tries now to invest in CRM programs).



Albert L. Essenther

- Born 1955 in Vienna, Albert is a Graduate of the Advertising Academy.
- He has been Managing Director of EURO RSCG VIENNA since 1992.
- Before this he was Creative Director at HCM, HDM and Associate Creative Director at EUROCOM.
- During his military services Albert worked as a trainer in the field of air defense. He started his business career as an account executive and copywriter for Citroën in a local agency named "Dorland".
- Over the years he has worked on products and services in almost every category of advertising. He is experienced as a film director and composer.
- He is specialized in communication for large consumer brands such as Kraft, Citroën, Peugeot, Henkel, L'Oreal, Telekom Austria, Bahlsen, Wienerberger, Siemens...
- Before joining the marketing department at IBM Vienna, Albert had started studying architecture.
- His hobbies are sports like sailing, diving, soccer, skiing as well as architecture, music and vintage cars.