

## Titelliste Beispiele Werbung

BÜM	Bürgerliche Mitte
EPE	Expeditiv
HED	Hedonisten
KET	Konservativ-Etablierte
LIB	Liberal-Intellektuelle
PRA	Adaptiv-Pragmatische
PER	Performer
PRE	Prekäre
SÖK	Sozialökologische
TRA	Traditionelle

### **Milieu      Werbespots**

<b>BÜM</b>	Mercedes <a href="http://www.youtube.com/watch?v=hGnh3Z8EQyg">http://www.youtube.com/watch?v=hGnh3Z8EQyg</a>
<b>EPE</b>	Fingerboarding <a href="http://www.youtube.com/watch?v=MfAqY7GbJZw">http://www.youtube.com/watch?v=MfAqY7GbJZw</a>
<b>HED</b>	Jägermeister <a href="http://www.youtube.com/watch?v=zFXdOAcqUw">http://www.youtube.com/watch?v=zFXdOAcqUw</a>
<b>KET</b>	Rolex <a href="https://www.youtube.com/watch?v=xVf8aNvRpPs">https://www.youtube.com/watch?v=xVf8aNvRpPs</a>
<b>LIB</b>	Deutsche Bahn <a href="http://www.youtube.com/watch?v=DWHzJR7nha4">http://www.youtube.com/watch?v=DWHzJR7nha4</a>
<b>PER</b>	BMW <a href="http://www.youtube.com/watch?v=NCEfdao5Lw0">http://www.youtube.com/watch?v=NCEfdao5Lw0</a>
<b>PRA</b>	Coca Cola <a href="http://www.youtube.com/watch?v=7YY9jO3qpul">http://www.youtube.com/watch?v=7YY9jO3qpul</a>

<b>Milieu</b>	<b>Werbespots</b>
<b>PRE</b>	OBI <a href="http://www.youtube.com/watch?v=IHrqL78IOJg">http://www.youtube.com/watch?v=IHrqL78IOJg</a>
<b>SÖK</b>	Smart <a href="http://www.youtube.com/watch?v=T3Zmfr9PGEY">http://www.youtube.com/watch?v=T3Zmfr9PGEY</a>
<b>TRA</b>	Franziskaner <a href="http://www.youtube.com/watch?v=faUvfrM3C5w">http://www.youtube.com/watch?v=faUvfrM3C5w</a>