

### THE WAY WE USE COMMUNICATION

#### USE OF DAILY NEWSPAPERS (TOP 5)

39.0%	LUXEMBURGER WORT
29.5%	L'ESSENTIEL
9.3%	TAGEBLATT
5.7%	LE QUOTIDIEN
2.1%	LETZEBUERGER JOURNAL

#### USE OF WEEKLY & BI-MONTHLY MAGAZINES (TOP 5)

32.8%	AUTOTOURING
14.3%	AUTO REVUE
13.9%	AUTOMOTO
11.3%	PAPERJAM
9.6%	CITY MAG

#### USE OF MONTHLY MAGAZINES (TOP 5)

23.0%	TELECRAN
17.0%	LUX-POST WEEK-END
15.7%	REVUE
12.1%	CONTACTO
7.7%	LUXBAZAR

#### USE OF RADIO-STATIONS (TOP 5)

36.8%	RTL RADIO LETZEBUERG
19.6%	ELDORADIO
8.5%	RTL (GERMAN LANGUAGE)
5.4%	RADIO LATINA
4.5%	RADIO 100.7

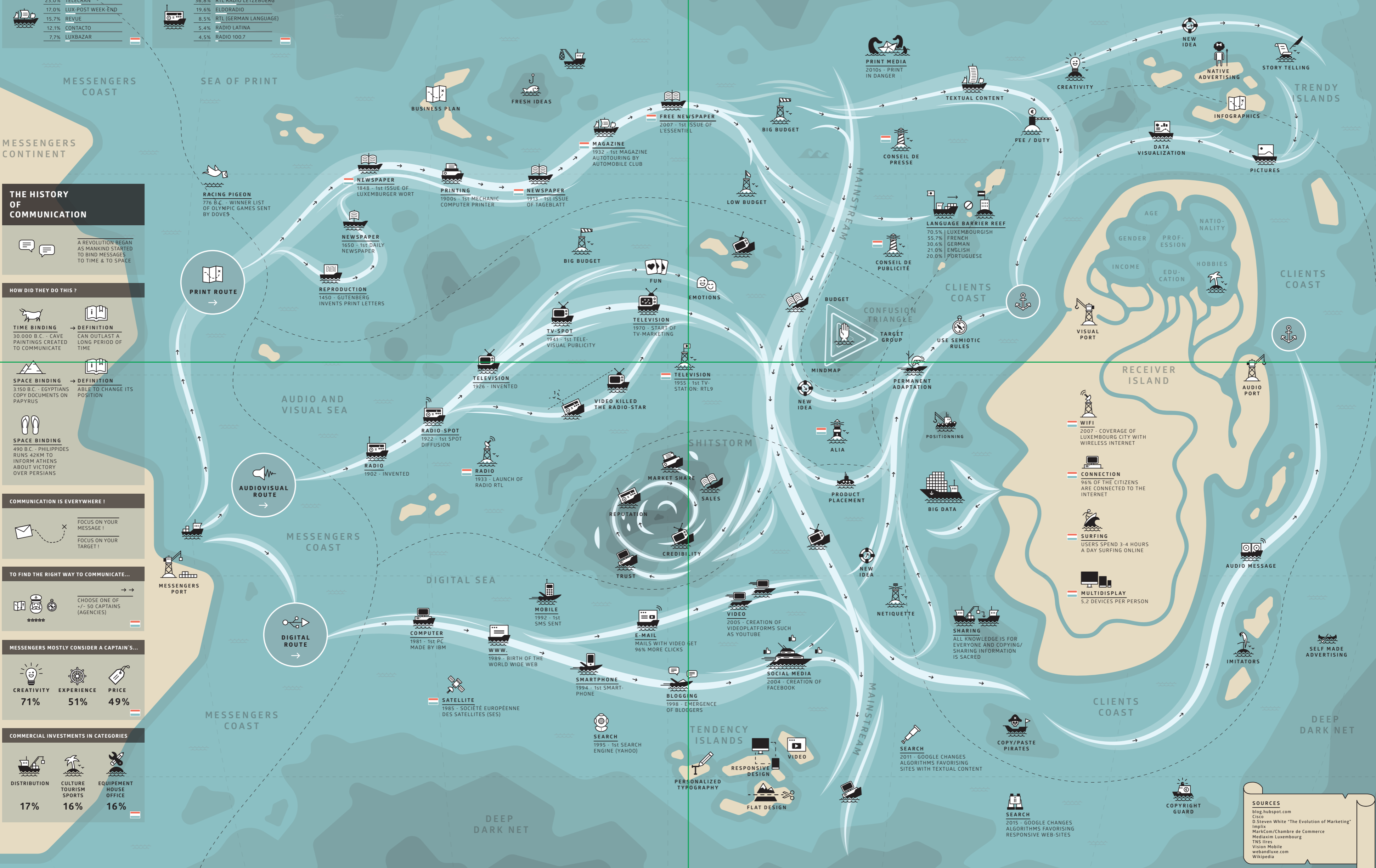
#### USE OF TV-STATIONS

25.2%	RTL TELE LETZEBUERG
3.8%	NORDLICHT TV
2.1%	CHAMBER TV

#### USE OF WEB-SITES (TOP 5)

25.7%	RTL.LU
16.9%	WORT.LU
11.3%	L'ESSENTIEL.LU
9.2%	PUBLIC.LU
4.7%	TAGEBLATT.LU

# WELCOME TO THE COMMUNIC Ocean



### THE HISTORY OF COMMUNICATION

A REVOLUTION BEGAN AS MANKIND STARTED TO BIND MESSAGES TO TIME & TO SPACE

#### HOW DID THEY DO THIS?

- TIME BINDING** → DEFINITION: 30,000 B.C. - CAVE PAINTINGS CREATED TO COMMUNICATE. CAN OUTLAST A LONG PERIOD OF TIME.
- SPACE BINDING** → DEFINITION: 3,150 B.C. - EGYPTIANS COPY DOCUMENTS ON PAPYRUS. ABLE TO CHANGE ITS POSITION.
- SPACE BINDING** → DEFINITION: 490 B.C. - PHILIPPIDES RUNS 42KM TO INFORM ATHENS ABOUT VICTORY OVER PERSIANS.

#### COMMUNICATION IS EVERYWHERE!

- FOCUS ON YOUR MESSAGE!
- FOCUS ON YOUR TARGET!

#### TO FIND THE RIGHT WAY TO COMMUNICATE...

- CHOOSE ONE OF +/- 50 CAPTAINS (AGENCIES)

#### MESSENGERS MOSTLY CONSIDER A CAPTAIN'S...

CREATIVITY	EXPERIENCE	PRICE
71%	51%	49%

#### COMMERCIAL INVESTMENTS IN CATEGORIES

DISTRIBUTION	CULTURE TOURISM SPORTS	EQUIPMENT HOUSE OFFICE
17%	16%	16%

**SOURCES**  
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 Cisco  
 D.Steven White "The Evolution of Marketing"  
 Implica  
 MarkCom/Chambre de Commerce  
 Mediamix Luxembourg  
 TNS Imedia  
 Vision Mobile  
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