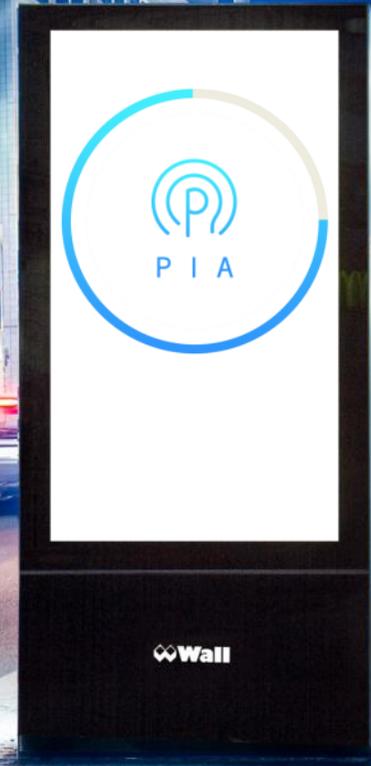


PIA

Black Friday/ Cyber Monday

Juni 2016

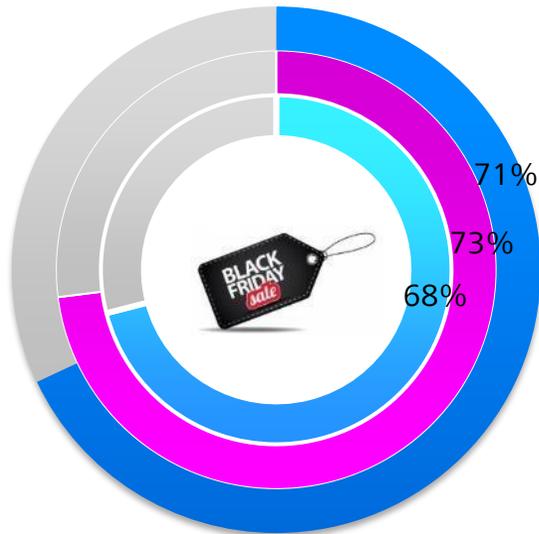


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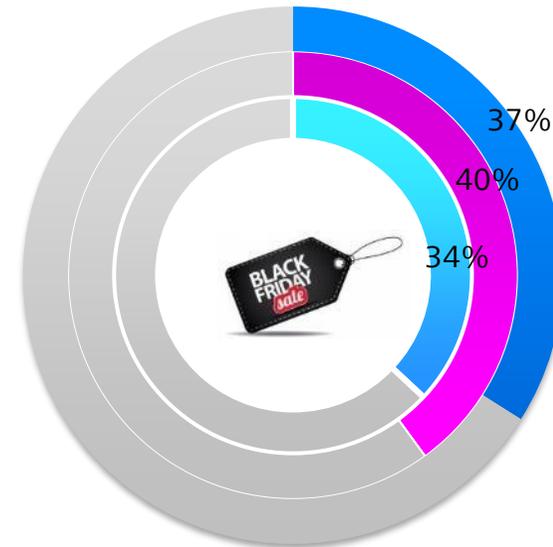
Black Friday/Cyber Monday

Sehr bekannt aber die Bestellungen sind noch steigerbar!

Bekanntheit



Bestellung



■ Ja (Gesamt/Männer/Frauen) ■ Nein

Frage: „Kennst Du den Black Friday/Cyber Monday?“ WallDecaux App PIA BUS; Fallzahl n=300

Frage: „Hast Du schon einmal etwas während des Black Fridays gekauft?“ Filter: Personen, die Black Friday/ Cyber Monday kennen; WallDecaux App PIA BUS; Fallzahl n=212

PIA. FÜR MEHR INSIGHTS

WallDecaux Premium Out of Home

Wall GmbH
Unternehmenszentrale
Friedrichstraße 118
10117 Berlin

T +49 30 33899-0
info@walldecaux.de
walldecaux.de

The background of the slide is a photograph of a city street at night. On the left, there is a red-paved pedestrian crossing with white zebra markings. In the center, a tactile paving strip runs along the sidewalk. On the right, a dark car is partially visible, and a yellow metal railing is in the foreground. The WallDecaux logo and tagline are overlaid on the bottom right of the image.

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