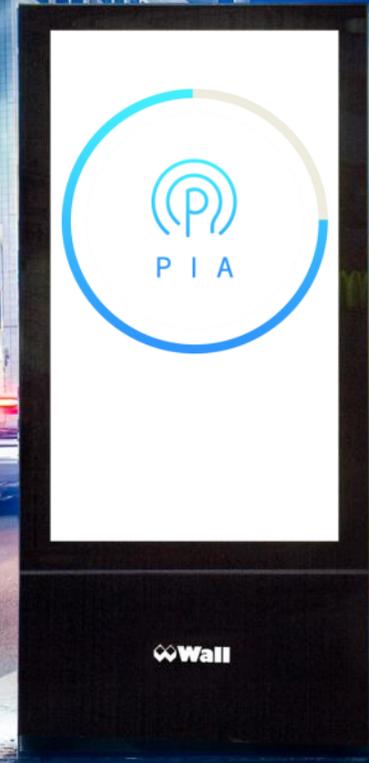


PIA

Mobilfunkanbieter

Juli 2016



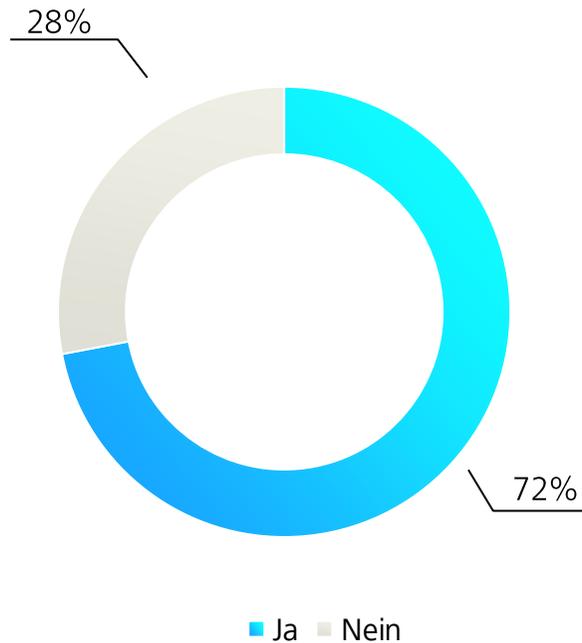
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Premium Out of Home

Wahrnehmung OOH Mobilfunkanbieter

Vodafone, Telekom, O2

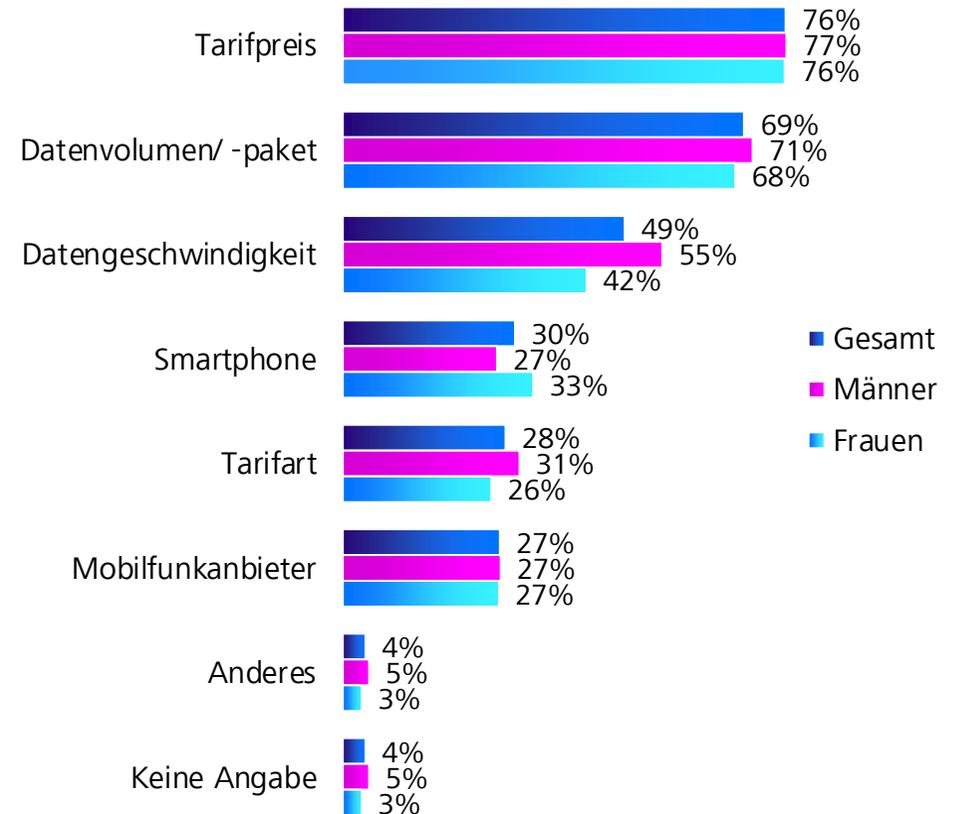


„Hast Du schon mal Plakatwerbung von Mobilfunkanbietern wahrgenommen?“



Interessantesten Merkmale Mobilfunkangebot

Vor allem Tarifpreis & Datenvolumen/ -paket



PIA. FÜR MEHR INSIGHTS

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The background of the bottom half of the image is a photograph of a city street at night. On the left, there is a red-paved pedestrian crossing with white zebra stripes. 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 runs across the foreground. The WallDecaux logo is overlaid on the right side of this image.

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