

Corporate lounge areas

Corporate lounge areas are specially designed spaces that serve as a meeting point for customers and have an important marketing function. They are designed to attract and retain customers and motivate them to buy.

Examples include waiting areas in car dealerships or lounges and restaurants in retail shops. In these areas, customers can find out about products and interact with the company in a pleasant atmosphere.

The lounge areas allow customers to engage with the company and its products in a pleasant environment. They are often equipped with comfortable seating, multimedia equipment and informative materials. The objective is to offer customers a place where they like to linger and engage more intensively with the company's offerings.

Booking options

- ✗ Demo booking tool*
- ✗ Service provider
- ✗ Programmatic advertising
- ✗ Self service tool, media buying platform
- ✗ Marketing portals, Marketing automation platforms

Media segment

- ✗ Internet
- ✗ E-commerce
- ✗ Social media
- ✗ Mobile
- ✓ Out of home, digital out of home
- ✗ TV, cinema, moving image
- ✗ Radio, audio
- ✗ One-to-One
- ✓ Household, office
- ✗ Internet of Things

Media type

- ✓ Digital
- ✓ Print
- ✓ Analogue

Target group

- ✓ Business-to-Business
- ✓ Business-to-Consumer
- ✓ Business-to-Employee

Marketing objective

- ✗ Brand awareness, increased audience reach
- ✓ Lead generation, new customer acquisition
- ✓ Customer care
- ✓ Sales increase
- ✓ Employee recruitment

Customer Journey

- ✗ Awareness
- ✓ Consideration
- ✓ Purchase
- ✓ Retention
- ✓ Advocacy

Ad media

- ✗ Advertisement, Banner
- ✗ Advertorial
- ✓ Annual report
- ✗ Appointment calendar
- ✓ Audio, radio spot, audio file
- ✗ Augmented Reality
- ✓ Beach flag, flag, roll-up
- ✗ Book, E-book
- ✓ Brochure, flyer, inserts
- ✓ Catalogues, price lists
- ✗ Chat, chatbot
- ✗ Company entries
- ✗ Configurator
- ✗ Contact form
- ✗ Content SEO-optimised
- ✗ Credit card
- ✗ Customer card
- ✓ Display, monitor, citylight, megalight
- ✓ Display stand, light box
- ✗ E-mail, signature banner
- ✗ E-paper
- ✗ Event
- ✗ Exhibition stand, event modules
- ✗ FAQ
- ✓ Games, competitions
- ✗ Google Business Profile
- ✗ Influencer
- ✗ Landing-page, microsite
- ✗ Location Based Service
- ✗ Mobile payment systems
- ✗ Newsletter
- ✓ Newspaper, magazine, periodical
- ✗ NFC
- ✗ Offer, quotation
- ✓ Office equipment
- ✗ Office files
- ✓ Operating instruction, user manual
- ✗ Passers-by addressing
- ✗ Petrol pump nozzle
- ✗ Postcard
- ✓ Poster, billboard, pillar
- ✗ Product live demo
- ✓ Product packaging, product labeling
- ✓ Product sample
- ✗ Programmatic print
- ✓ Promotional items
- ✗ Push, text messages
- ✗ Quality seal
- ✓ QR code, link
- ✗ Rental addresses, target group areas
- ✗ Roof objekt
- ✓ Sales talks
- ✓ Self service terminal
- ✗ Shopping cart
- ✓ Sign, labelling
- ✗ Social media advert
- ✗ Social media company page
- ✗ Social media posting
- ✗ Social media profile page
- ✗ Sponsoring
- ✗ Spontaneous event
- ✗ Structured company data records
- ✗ Survey
- ✗ Telephone and video call service
- ✗ Unboxing
- ✗ V-card
- ✓ Video spot, moving image
- ✗ Virtual Reality
- ✓ Virtual, voice assistant
- ✗ Vouchers, coupons, discount cards
- ✗ Web layer
- ✗ White paper
- ✓ WLAN for visitors

Connected media channels

- Call centre
- Community
- Consulting, support, training
- Corporate publications
- Customer loyalty programme
- Delivery
- Digital signage, POS TV
- Event
- Field sales force
- Influencer marketing
- Location-based service
- Navigation system, map tool
- Newspapers, periodicals, magazines (publishing objects)

Product, service (Advertising medium)
Product, service experience
Recruitment platform
Reviews, recommendations
Shop windows, display areas
Voice assistant, voice marketing
Wi-Fi hotspot (brand location)