Wearable Device

A wearable device is a portable electronic unit that combines technology and fashion to provide the user with personalised information and functions in real time.

In marketing, it is used as an interactive advertising medium to convey specific messages to the target group. Examples of wearables include fitness trackers, smartwatches and augmented reality glasses.

They enable users to monitor their activities and receive personalised recommendations. By integrating wearables into advertising campaigns, brands can promote their products in a specific way and develop customer loyalty programmes.

One example of the use of wearables in marketing is the placement of adverts in fitness apps on smartwatches. These ads can give users personalised recommendations for health-conscious products based on their personal fitness goals and activity data.

Booking options

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

Media segment

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

Media type

✓ Digital	✗ Print	✓ Analogue

Target group

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

Marketing objective

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

Customer Journey

✓ Awareness   ✓ Purchase   ✓ Advocacy
✓ Consideration   ✓ Retention

Ad media

✓ Advertisement, Banner
✗ Advertorial
✗ Annual report
✗ Appointment calender
✓ 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 assistent
✓ Vouchers, coupons, discount cards
✗ Web layer
✗ White paper
✗ WLAN for visitors

Connected media channels

App (Brand, topic)
Audio streaming platform Spotify
Audio streaming platforms
Community
Location-based service
Messenger
Navigation system, map tool
Online shop (Brand)
Point of sale (POS), Showroom
Product, service experience
Reviews, recommendations
Social media platforms

Video streaming platform
Video streaming platform YouTube
Website (Brand, topic)
Wi-Fi hotspot (brand location)

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