



# Ambient advertising - an intrusion of consumers private sphere?

*Bastian Storch*

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Research Paper from the year 2008 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1,1, University of Queensland, course: Master of Creative Advertising, 23 entries in the bibliography, language: English, abstract: This report investigates the issue of ambient advertising campaigns, which interfere with the private sphere of consumers. The author will discuss benefits and downsides of ambient advertising in regard to the issue mentioned above in relation to a specific campaign. For this matter the author selected a recent campaign which took place in Germany.

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