



Markus Küppers

## Unlocking the beauty of TV

Wie wir die Stärken spielen und uns der Schwächen bewusst werden.

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IRGENDWANN 1989  
ENTSCHIED SICH EINE  
FAMILIE IN DORTMUND...

...AUF IHR ABENDBROT  
ZU VERZICHTEN.





GBR  4  
CAN  < 5  
END 10



# Trend „Unabhängigkeit“

# Trend „Individualisierung“

A nighttime photograph of a city street. In the foreground, a blue van is driving away from the camera. To its right, a dark car is driving towards the camera with its headlights on. The street is lined with tall, modern buildings, many of which have lit windows. Streetlights are visible along the road, casting a warm glow. The overall scene is a busy urban environment at night.



**WIR HABEN UNS VERÄNDERT.**





**„Was hast Du gestern im Fernsehen geschaut?“**



# TV SCHAFFT DAS GEFÜHL VON ZUGEHÖRIGKEIT.



# EMOTIONAL NETWORKING EFFECTS



# EVENT-CHARAKTER



A man wearing a red polo shirt and a straw hat with a blue band is seated at a dark wood upright piano in a public space, possibly a mall or event area. He is focused on playing the piano. In the background, several other people are visible, some standing and some sitting, creating a busy, public atmosphere. The lighting is bright and even.

# LINEARITÄT INSZENIEREN



A close-up, artistic photograph of a human eye. The eye is looking directly at the camera. In the reflection on the iris, a glowing lightbulb is visible, symbolizing an idea or insight. The background is softly blurred, focusing attention on the eye and the reflection.

TRUE BEAUTY  
STAYS.



Thank you very much.

Markus Küppers, september

