



PRESS RELEASE

6th Munich Marketing Barometer

[05.06.2012] Munich - Now for its sixth iteration, the Munich Marketing Barometer has been carried out as a joint action between the Munich Marketing Club and management consultancy firm Dr. Wieselhuber & Partner (W&P). The raising of the barometer is based on estimates and assessments made by our expert panel, made up of well-known companies and institutions from the Greater Munich region. Insights into areas such as business development, marketing budgets, personnel requirements as well as an awareness of and expertise in the current trend issue of 'mobile knowledge' show a positive picture: According to the experts, the requirement for personnel in marketing, sales and distribution will continue to increase in the Greater Munich area in the coming months.

With a total value of 123 on a scale from 0 to 200, the results of the barometer certainly reflect an optimistic assessment of future business development. The experts consulted for the barometer are expecting the following trends in the next six months:

- The Munich Marketing Barometer is forecasting positive company and business development for the coming half-year; development which will ensure increased demand for personnel and increasing marketing budgets.
- Through to autumn 2012, business performance is expected to be easing somewhat for companies in Munich, but that performance will nonetheless still remain positive and will primarily be carried along by strong stimulus and momentum from foreign and export markets.
- In the next six months, there is forecast to be an above-average increase in the demand for personnel for the areas of marketing and sales and distribution in companies in the Munich area (index values of 146 and 152, respectively). Management and executive staff for marketing and sales and distribution positions are assessed with an index value of 113 and thus the forecast is for only moderate demand for these positions in the coming months.
- The experts expect a slightly positive development in the entire marketing budget on account of increasing expenditure in products and sales and distribution.
- However, the communication budget as a whole is projected to undergo slight decline as it develops: massive shifts in budget from classic advertising to online, new media and mobile advertising are expected.
- In answer to the additional question as to what effects consumers' 'mobile knowledge' about products and prices (e.g. via smartphone) will have on the future of marketing, the experts consulted for the barometer stated that this trend will lead to increased market transparency and to a focussed marketing, more strongly aligned with individual consumers and local conditions.

More detailed results are available upon request.



Dr. Wieselhuber & Partner GmbH
Unternehmensberatung

Short profile of Dr. Wieselhuber & Partner

Dr. Wieselhuber & Partner (W&P) is an independent, cross-sectoral top management consultancy for family businesses as well as public institutions. Through this consistent target group orientation and the resulting competence, W&P became the leading management consultancy for family businesses and the public sector in Germany over the past 20 years. With offices in Munich, Düsseldorf and Hamburg, Dr. Wieselhuber & Partner offers his customers an extensive expertise in various sectors and methods and is mainly characterised by its competence in the interplay between family, management and company.

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