

“We are witnessing the  
rise of 5D brands...”





# Germany

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## The Current Episode

“Germans are showing a tendency to occupy industrial, governmental or commercial buildings and repurpose them for cultural uses,” says Gabe Shalom, designer and independent film expert. This has resulted in a design academy being built in a former WWII bullet factory, a car dealership being converted into a student-run bar and performance space and a derelict bus depot transformed into a concert venue. Regenerative entertainment tells us that youth entertainment and culture often has political and anarchic undertones. Rebellious, secretive and forgotten entertainment elements will particularly appeal to the German consumer. The regenerative impact of digital and its ability to bring people together at speed will be key.

## 5D Branding

We are witnessing the rise of 5D brands, according to sensory branding expert Martin Lindstrom. As the act of consuming matures in the West, consumers are demanding a more sensory experience from products and services. In the future, brands will have to market themselves through taste, touch, smell, sight and sound. This is starting to emerge with the rise of audiovisual popstars in Germany. **We're witnessing the rise of the audiovisual popstar** who performs in multimedia. This is popular with German consumers and is being driven by 5D branding.

## Me Marketing


Consumers in Germany regard their creative and cultural hobbies increasingly like entrepreneurs which MySpace and Revver cater to. ICA (Institute of Contemporary Arts) artistic director Ekow Eshun believes global creatives no longer fear 'selling out'. David Kester, chief executive of the Design Council, similarly agrees, **"Today's creativity is tangible."** 'Me Marketing' is a global trend we have spotted in Russia ('Pay-Me Publishing'), India ('Micropreneurship') and particularly in the US and UK.

## Gaming Gigs

**German gamers want their games to be more like live performances.** Shalom says, “I have seen several ‘hack-sumers’ create live audio performances with the Wii by hacking into the controllers to allow them to manipulate real-time audio to give them a more corporeal dimension to their performance.” At the Sommerloch design festival this year, audiovisual artists Killian Kretschmer and Brandon Rosenbluth used drumkits to control avatars in the video game Tekken.

The prevalence of graphics cards has boosted the gaming industry. The number of gamers on notebooks shot up from 5% in 2005 to 21% this year.<sup>1</sup>

<sup>1</sup> Europe's Biggest Games Convention Gets Underway, Wire sources, [www.deutsche-welle.de](http://www.deutsche-welle.de) 2007

A person is shown from the back, wearing large black headphones. They are holding a black device, possibly a camera or a phone, up to their eye. The background is dark, but there is a bright, colorful screen displaying abstract, multi-colored patterns. The overall atmosphere is that of a creative or technical workspace.

“The tendency I have observed most often is where digital and analog function symbiotically...

Gabriel Shalom, designer, VJ, new media correspondent  
and specialist in niche film festivals



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## The Next Episode

### Guerilla Screenings

A counter-culture spirit is invading German cinema. Pirate Cinema Berlin are an anonymous collective who screen pirated copies of movies at non-commercial locations. We're also witnessing consumers using their portable video devices to create guerrilla screenings on the sides of buildings. **Germany is forming part of a global trend towards cinema's comeback.** In order to revive itself cinema is becoming more dynamic, experiential and surprising. Why should movies be restricted to town center theaters when they could be available on our mobiles, the internet and dotted around the urban environment for us to chance upon?

### Digitized Analog

The convergence of digital and analog is an increasingly popular trend amongst music-loving German consumers. Gabriel Shalom, designer, VJ, new media correspondent and specialist in niche film festivals says, “The tendency I have observed most often is to create hybrid forms where digital and analog function symbiotically. Consumers enjoy mashing up old and new technologies.” Germany is experiencing a slower uptake to digital than elsewhere, but we predict Germany users will catch up as converged devices become more sophisticated.

### Prosumers & Digital Tailors

“The Prosumers are a group of technically oriented consumers **who repurpose and redefine their gadgets to do things originally unintended by the manufacturers’**, says Shalom. They are pro-use and pro-sharing. Responsible for ‘Gaming Gigs’, they will continue to redefine new content, behaviour and technology for future consumers.

The Digital Tailors take a less technical, usability approach, but are equally creative. This group are **redefining the urban, cultural and entertainment** landscapes of cities like Berlin and Munich, through Guerilla screenings and regenerative entertainment.

These two German groups are driven by a DIY ethic to create, experiment and re-appropriate their cultural heritage. Our research shows the German consumer as the most creative out of the seventeen nations surveyed. Behind listening to music and watching TV, their preferred entertainment is making their own media (69%) – bigger than any other nation.

A woman with dark hair, wearing a black and white striped top and a red headband, is looking towards the camera. She is in a studio or event space with a red backdrop and other people in the background. The lighting is bright and professional.

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## STATISTICS

Out of the German consumers we surveyed:

69%	make their own media
50%	download images and films from the internet
56%	go to live music events
13%	watch TV on a mobile device
30%	have a portable games console
90%	have a digital camera
84%	own an MP3 player
51%	access the news on their mobile
45%	don't social network
32%	have regular IM conversations
27%	download music
20%	buy vinyl and CDs from second-hand stores
64%	listen to the radio
70%	would prefer all of their entertainment platforms available in one device

Through our survey and correspondents, we have identified some of the exciting names in the field of entertainment and media that is inspiring German consumers.

Top websites
Social network site: <b>MySpace (20%)</b>
Video-sharing website: <b>YouTube (45%)</b>
VoIP & IM Services: <b>MSN instant messaging (38%)</b>
Photo-sharing website: <b>Shockwave.com (13%)</b>
Aggregator websites: <b>Amazon (41%)</b>

Top magazines
Lowdown
Juice
Rhythm

Websites to watch
De-bug.de
Visual-music.net
Fluctuating-images.de

Festival watch
Love Parade
Summerjam
Higher Frequency

Artist watch
Tadpole
Digitalism
M.A.N.D.Y

Top clubs
Cocoon Club, Frankfurt
Watergate Club, Berlin
Bar25, Berlin