

Caleb Bradham *Pepsi-Cola* 1893 Per-Ingvar Bränemark *Osseointegration* 1950er Wernher von Braun *Rakete* 1942 Captain Samuel Brown *Kettenschlösser* Walter Bruch *PAL-Fernsehnorm* 1962 Marvin Camras *Magnetaufzeichnung* Garnet Carter *Minigolf* 1927 Sir George Cayley *Segelflugzeug* 1852 Albert Einstein *Kühlmittelpumpe* Thomas Edmondson *Edmondsche Fahrkarte* 1839 Philo Taylor Farnsworth *Elektronenstrahlröhre* 1923 Hans Wilhelm Geiger *Geigerzähler* 1928 Caleb Bradham *Pepsi-Cola* 1893 Per-Ingvar Bränemark *Osseointegration* 1950er www.AplusB.biz Wernher von Braun *Rakete* 1942 Captain Samuel Brown *Kettenschlösser* Walter Bruch *PAL-Fernsehnorm* 1962 Marvin Camras *Magnetaufzeichnung* Garnet Carter *Minigolf* 1927 Sir George Cayley *Segelflugzeug* 1852 Albert Einstein *Kühlmittelpumpe* Thomas Edmondson *Edmondsche Fahrkarte* 1839 Philo Taylor Farnsworth *Elektronenstrahlröhre* 1923 Hans Wilhelm Geiger *Geigerzähler* 1928 Thomas Edmondson *Fahrkarte* 1839 Philo

plus

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STEP BY STEP NACH VORNE.



Because in today's competitive marketing environment, the body copy of your advertisement must lead the reader through a series of disarmingly simple thoughts. All your supporting arguments must be communicated with simplicity and charm. And in such a way that the reader will read on. (After all, that's a reader's job: to read, isn't it?) And by the time your readers have reached this point in the finished copy, you will have convinced them that you not only respect their intelligence, but you also understand their needs as consumers. As a result of which, your advertisement will repay your efforts. Take your sales; simply put, they will rise. Likewise your credibility. There's every chance your competitors will wish they'd placed this advertisement, not you. While your customers will have probably forgotten that your competitors even exist. Which brings us, by a somewhat circuitous route, to another small point, but one which we feel should be raised. As a marketer, you probably don't even believe in body copy. Let alone long body copy. (Unless you have a long body yourself.) Well, truth is, who's to blame you? And who's to blame you. Trust us: we guarantee, with a hand over our heart, that no such indulgent rubbish will appear in your advertisement. That's why God gave us big blue pencils. So we can expunge every expedient example of low-witted waffle.

For you, the skies will be blue, the birds will sing, and your copy will be crafted by a dedicated little man whose wife will be sitting at home, knitting, wondering why your advertisement demands more of her husband's time than it should. But you will know why, won't you? You will have given her husband a chance to immortalise himself in print, writing some of the most persuasive prose on behalf of a truly enlightened purveyor of widgets. And so, while your dedicated reader, enslaved to each mellifluous paragraph, clutches his newspaper with increasing interest and intention to purchase, you can count all your increased profits and take pots of money to your bank. Sadly, this is not the real copy for this advertisement. But it could well be. All you have to do is look at the account executive sitting across your desk (the fellow with the lugubrious face and the calf-like eyes), and say "Yes! Yes! Yes!" And anything you want, body copy, dinners, women, will be yours. Couldn't be fairer than that, could we? All you have to do is look at the account executive sitting across your desk (the fellow with the lugubrious face and the calf-like eyes), and say "Yes! Yes! Yes!" And anything you want, body copy, dinners, women, will be yours. Couldn't be fairer than that, could we?



Vorname Nachname

There's every chance your competitors will wish they'd placed this advertisement, not you.



Vorname Nachname

There's every chance your competitors will wish they'd placed this advertisement, not you.



Vorname Nachname

There's every chance your will wish they'd placed this advertisement, not you.



A+B= AUFSTIEG

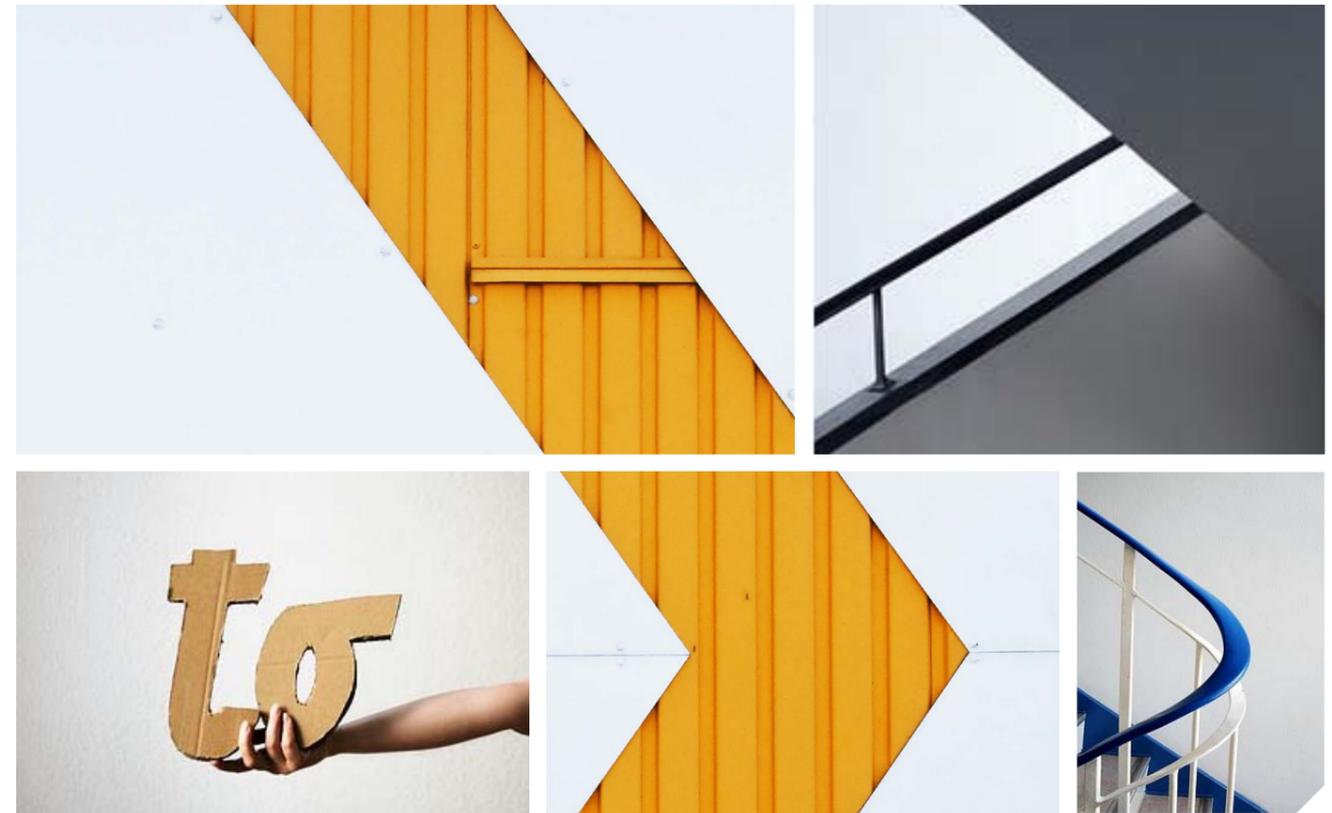
This, of course, is not the real copy for this advertisement. The real words will be written once you have approved the headline. Rest assured, the words will expand the concept. With clarity. Conviction. And even a little wit.

Because in today's competitive marketing environment, the body copy of your advertisement must lead the reader through a series of disarmingly simple thoughts. All your supporting arguments must be communicated with simplicity and charm. And in such a way that the reader will read on. (After all, that's a reader's job: to read, isn't it?) And by the time your readers have reached this point in the finished copy, you will have convinced them that you not only respect their intelligence, but you also understand their needs as consumers. As a result of which, your advertisement will repay your efforts. Take your sales; simply put, they will rise. Likewise your credibility. There's every chance your competitors will wish they'd placed this advertisement, not you. While your customers will have probably forgotten that your competitors even exist. Which brings us, by a somewhat circuitous route, to another small point, but one which we feel should be raised. As a marketer, you probably don't even believe in body copy. Let alone long body copy. (Unless you have a long body yourself.) Well, truth is, who's to blame you? And who's to blame you. Trust us: we guarantee, with a hand over our heart, that no such indulgent rubbish will appear in your advertisement. That's why God gave us big blue pencils. So we can expunge every expedient example of low-witted waffle.

Sadly, this is not the real copy for this advertisement. But it could well be. All you have to do is look at the account executive sitting across your desk (the fellow with the lugubrious face and the calf-like eyes), and say "Yes! Yes! Yes!" And anything you want, body copy, dinners, women, will be yours. Couldn't be fairer than that, could we? All you have to do is look at the account executive sitting across your desk (the fellow with the lugubrious face and the calf-like eyes), and say "Yes! Yes! Yes!" And anything you want, body copy, dinners, women, will

be yours. Couldn't be fairer than that, could we? Because in today's competitive marketing environment, the body copy of your advertisement must lead the reader through a series of disarmingly simple thoughts. All your supporting arguments must be communicated with simplicity and charm.

And in such a way that the reader will read on. (After all, that's a reader's job: to read, isn't it?) And by the time your readers have reached this point in the finished copy, you will have convinced them that you not only respect their intelligence, but you also understand their needs as consumers. As a result of which, your advertisement will repay your efforts. Take your sales; simply put, they will rise. Likewise your credibility. There's every chance your competitors will wish they'd placed this advertisement, not you. While your customers will have probably forgotten that your competitors even exist. Which brings us, by a somewhat circuitous route, to another small point, but one which we feel should be raised. As a marketer, you probably don't even believe in body copy. Let alone long body copy. (Unless you have a long body yourself.) Well, truth is, who's to blame you?



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For you, the skies will be blue, the birds will sing, and your copy will be crafted by a dedicated little man whose wife will be sitting at home, knitting, wondering why your advertisement demands more of her husband's time than it should. But you will know why, won't you? You will have given her hus-

band a chance to immortalise himself in print, writing some of the most persuasive prose on behalf of a truly enlightened purveyor of widgets. And so, while your dedicated reader, enslaved to each mellifluous paragraph, clutches his newspaper with increasing interest and intention to purchase, you can count all your increased profits and take pots of money to your bank. Sadly, this is not the real copy for this advertisement. But it could well be. All you have to do is look at the account executive sitting across your desk (the fellow with the lugubrious face and the calf-like eyes), and say "Yes! Yes! Yes!" And anything you want, body copy, dinners, women, will be yours. Couldn't be fairer than that, could we? All you have to do is look at the account executive sitting across your desk (the fellow with the lugubrious face and the calf-like eyes), and say "Yes! Yes! Yes!" And anything you want, body copy, dinners, women, will

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build!

Gründerzentrum Kärnten GmbH

Facts

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Center for Academic
Spin-offs Tyrol
Mitterweg 24
6020 Innsbruck
T +43 512 282 283-0
M office@cast-tyrol.com
www.cast-tyrol.com

Geschäftsführung:
Mag. Christian Mathes
Gründung: 07/2002
Zentrumsgröße:
10 MitarbeiterInnen
Schwerpunkte:
alle technologiegetriebenen
Branchen, insbesondere Life
Sciences und Informations- und
Kommunikationstechnologie

Gesellschafter:
Leopold-Franzens-Universität
Innsbruck 30%
www.uibk.ac.at
Standortagentur Tirol 30%
www.standort-tirol.at
Medizinische Universität Inns-
bruck 25,1%
www.i-med.ac.at
MCI - Management Center
Innsbruck 14,9%
www.mci.edu

Inkubator



Die neue Headline A+B Leistungsbericht

This, of course, is not the real copy for this advertisement. The real words will be written once you have approved the headline. Rest assured, the words will expand the concept. With clarity. Conviction. And even a little wit.

Because in today's competitive marketing environment, the body copy of your advertisement must lead the reader through a series of disarmingly simple thoughts. All your supporting arguments must be communicated with simplicity and charm. And in such a way that the reader will read on. (After all, that's a reader's job: to read, isn't it?) And by the time your readers have reached this point in the finished copy, you will have convinced them that you not only respect their intelligence, but you also understand their needs as consumers. As a result of which, your advertisement will repay your efforts. Take your sales; simply put, they will rise. Likewise your credibility. There's every chance your competitors will wish they'd placed this advertisement, not you. While your customers will have probably forgotten that your competitors even exist. Which brings us, by a somewhat circuitous route, to another small point, but one which we feel should be raised. As a marketer, you probably don't even believe in body copy. Let alone long body copy. (Unless you have a long body yourself.) Well, truth is, who's to blame you? And who's to blame you. Trust us: we guarantee, with a hand over our heart, that no such indulgent rubbish will appear in your advertisement. That's why God gave us big blue pencils. So we can expunge every expedient example of low-witted waffle.

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Partner Standortagentur Tirol, aws - Austria Wirtschaftsservice GmbH, FFG - Österreichische Forschungsförderungsgesellschaft mbH, Wirtschaftskammer Tirol, Land Tirol, UMIT - Private Universität für Gesundheitswissenschaften, Medizinische Informatik und Technik GmbH, transidee transferzentrum der universität innsbruck gmbh, Fachhochschule Kufstein Tirol Bildungs GmbH, Institut für Biomedizinische Altersforschung der ÖAW, Institut für Quantenoptik und Quanteninformation (IQOQI) der ÖAW, TKFI - Tiroler Krebsforschungsinstitut, Gründerservice der Wirtschaftskammer Tirol, Life Science Austria



build!

Gründerzentrum Kärnten GmbH

headline for the first report

Will have convinced them that you not only respect their intelligence, but you also understand their needs as consumers. As a result of which, your advertisement will repay your efforts. Take your sales; simply put, they will rise.

Likewise your credibility. There's every chance your competitors will wish they'd placed this advertisement, not you. While your customers will have probably forgotten that your competitors even exist. Which brings us, by a somewhat circuitous route, to another small point, but one which we feel should be raised. As a marketer, you probably don't even believe in body copy. Let alone long body copy. (Unless you have a long body yourself.) Well, truth is, who's to blame you? And who's to blame you. Trust us: we guarantee, with a hand over our heart, that no such indulgent rubbish will appear in your advertisement. That's why God gave us big blue pencils. So we can expunge every expedient example of low-witted waffle. For you, the skies will be blue, the birds will sing, and your copy will be crafted by a dedicated little man whose wife will be sitting at home, knitting, wondering why your advertisement demands more of her husband's time than it should. But you will know why, won't you? You will have given her husband a chance to immortalise himself in print, writing some of the most persuasive prose on behalf of a truly enlightened purveyor of widgets. And so, while your dedicated reader, enslaved to each mellifluous paragraph, clutches his newspaper with increasing interest and intention to purchase, you can count all your increased profits and take pots of money to your bank. Sadly, this is not the real copy for this advertisement. But it could well be. www.cast-tyrol.com

build!

Gründerzentrum Kärnten GmbH

headline for the second report

This, of course, is not the real copy for this advertisement. The real words will be written once you have approved the headline. Rest assured, the words will expand the concept. With clarity. Conviction. And even a little wit.

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Bild links: reader through a series of disarmingly simple thoughts.

Bild rechts: the body copy of your advertisement must lead



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