

Dr. Papp-Váry Árpád

**„A szürke gúnár, a kövér szemét
és az ideges háziasszony”**

Különleges ötletek,
melyek azokra is hatnak,
akiknek fogalmuk sincs a borról



Elnézést, de ...

A teremben én tudok a legkevesebbet a borról.

„Intelligens tudatlanság”

- 10 év reklámszövegírói tapasztalat
- Doktori (PhD)
- MTA marketingtudományi bizottság legfiatalabb tag
- HVG Goldenjob karrierverseny – szakértő kategória top5

Sokféle tapasztalat 2008-ban

- Central Home ingatlanközvetítő
- Fornetti látványpékség
- High-Care kozmetikum
- Invitel távközlési Zrt
- KÉSZ építőipari holding
- Kner Nyomda
- Masped-Raillog vasúti szállítmányozás
- Metapay elektronikus pénztárca
- RMDSZ Hargita megyei jelölt

A „tökéletes fogyasztó” Önök előtt áll

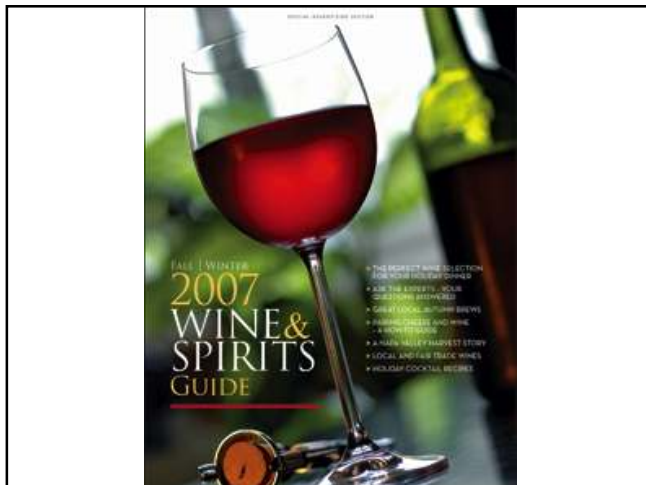
- 18-49 AB
- DINK
- Nyitott az új termékekre

DE!

Red Bull

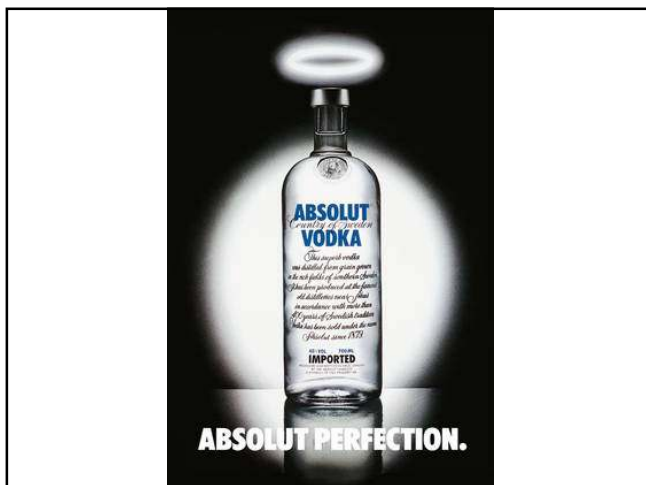


generáció



Tanuljunk másik „iparágtól”

- Ahol minden a marketingen múlik: vodkák

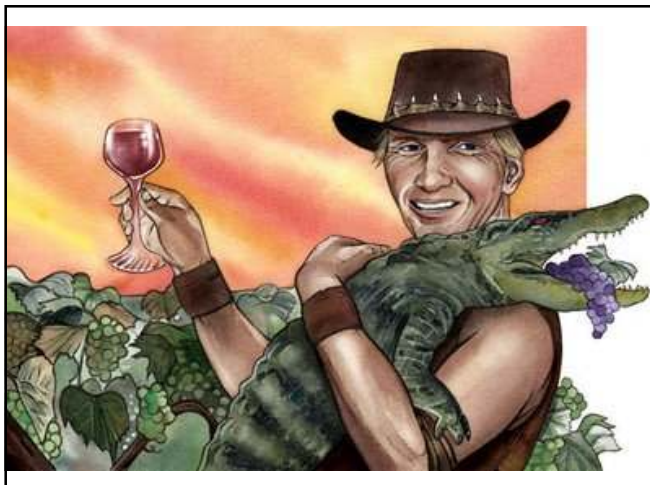






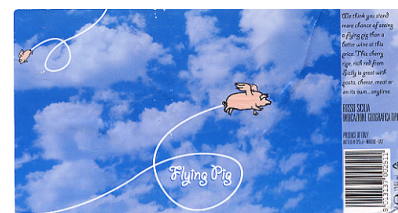
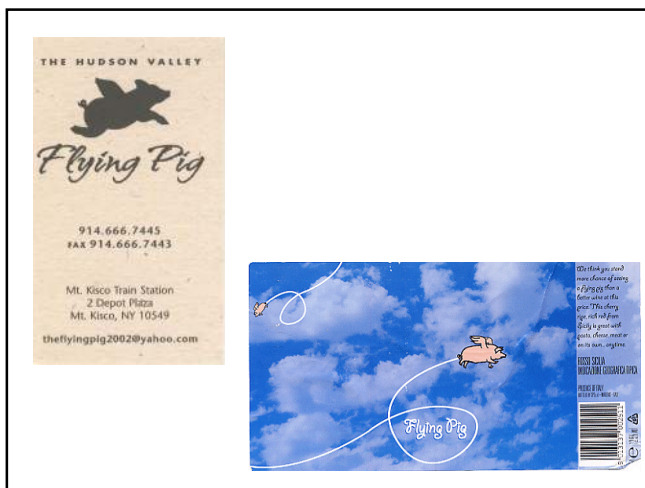
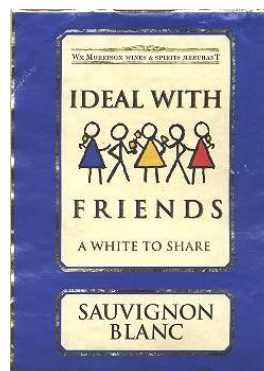
Ami kell

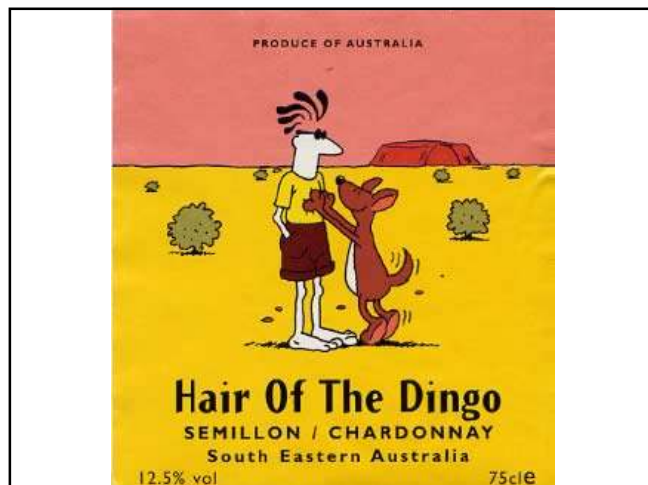
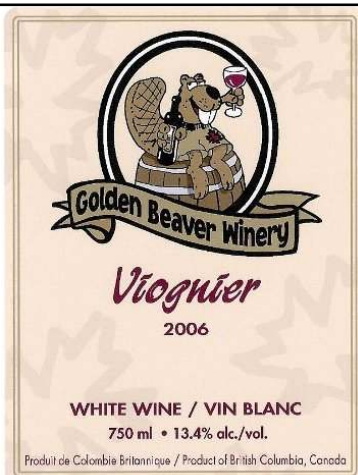
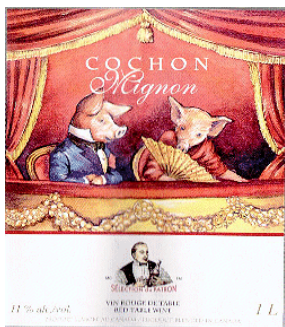
- Jó termék
- Jó csomagolás
- Jó név
- Jó marketing terv

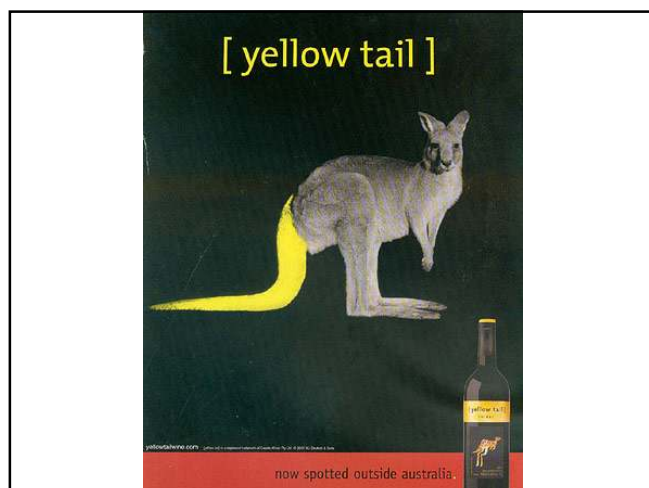
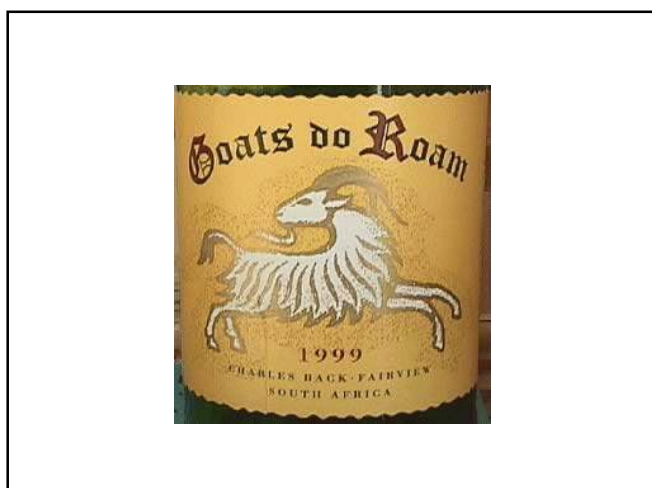
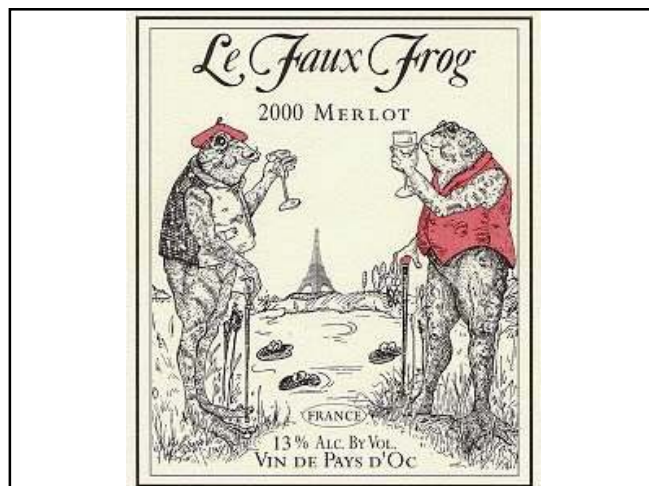


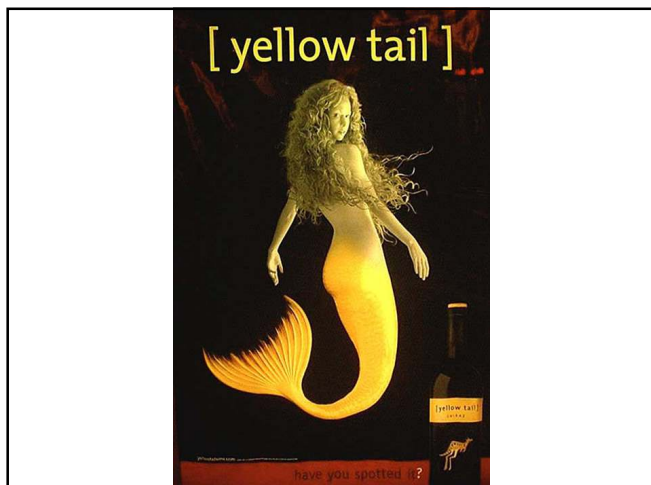
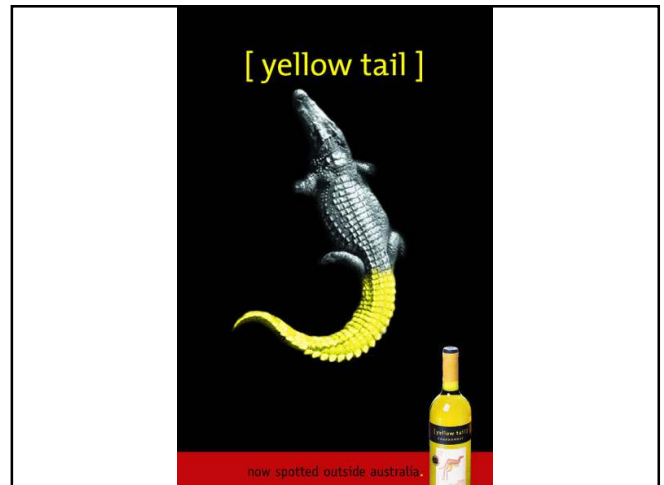
A lényeg

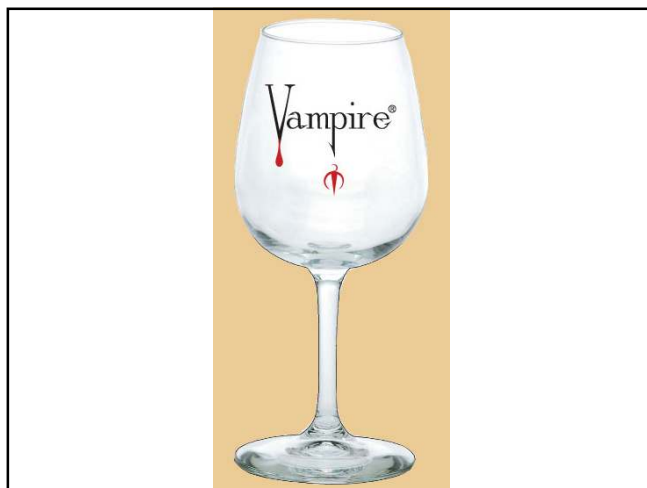
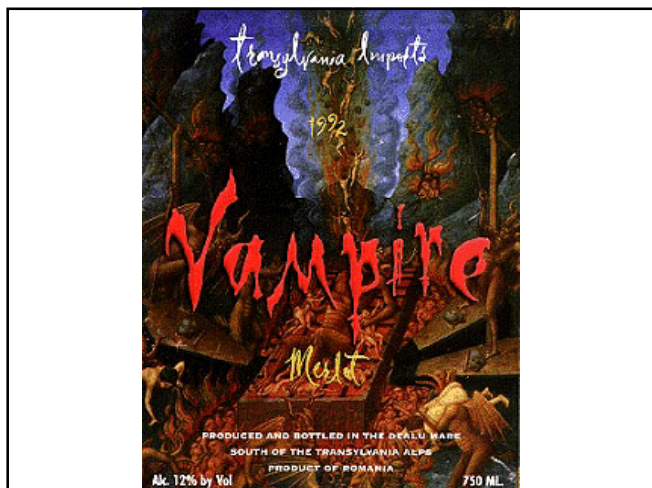
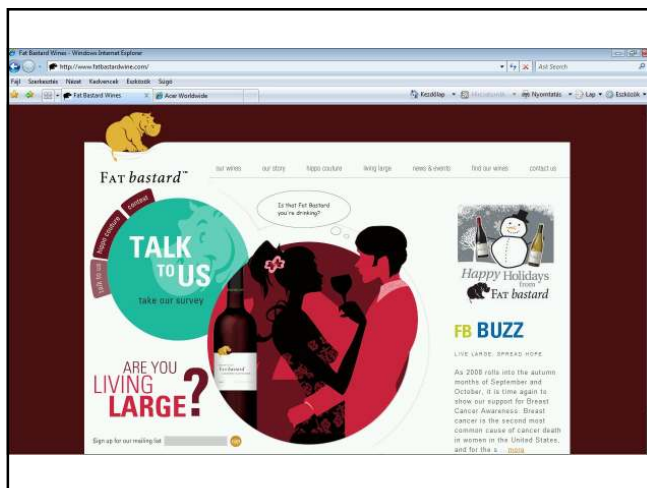
- Legyen más mint a többi!
- Radikálisan más!

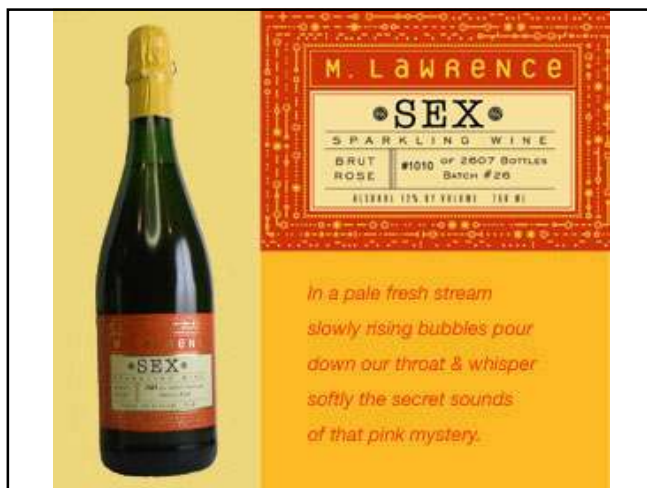




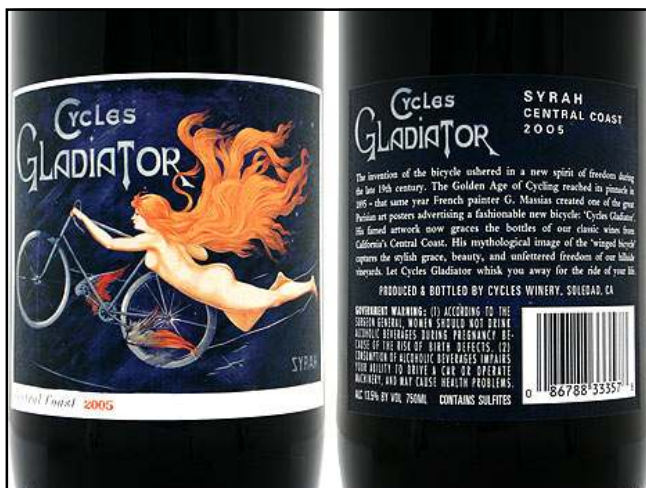


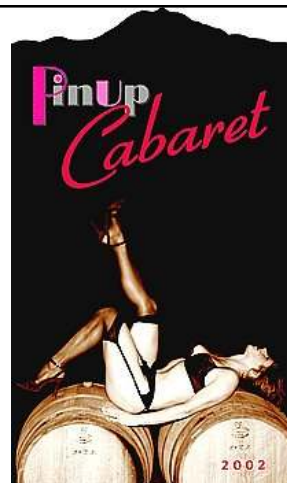
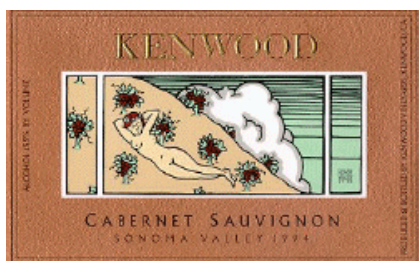






Dr. Papp-Váry Árpád
A szürke gúnár, a kövér szemét és az ideges
háziasszony - Különleges ötletek
Bormarketing Konferencia, Sopron, 2008





THERE REALLY IS NO SUBSTITUTE FOR
A BIT OF CLASS IN A GLASS. JUST ASK ANY

OLD TART

For instance, they'll tell you that drinking white wine (as opposed to snowballs) adds an air of distinction for those searching for a better class of partner. Whilst waiting to be swept off their feet (in a zippy little sports car) by a rich Mr Right, they continue daintily sipping.

Obviously they'll enjoy something with a 'voluptuous body' that is 'fresh, fruity and up-front', in fact, a wine not unlike themselves.

BE SMART
ENJOY THE
TART!



MONTH 1: 2005 Janzen Cabernet Sauvignon
Just like the cover of February 1962, this fruit-forward Napa Valley Cabernet is a classic, displaying finesse, depth and complexity. This well-balanced blend will age far into the future.



MONTH 3: 2005 St. Supery "Dollhouse" Cabernet Sauvignon
Never has a more inviting star frayed personification in a world-class bottle of wine. This sophisticated Napa classic delicately delivers the structure required for aging well into the next decade and beyond. This wine is all class – just like the timeless beauty of Miss March 1967 – a Playboy Beauty we'll never forget.



MONTH 2: 2005 Garguilo "Money Road Ranch" Cabernet Sauvignon
This acclaimed Oakville Estate vintage is bold, deep, tight and supple around the edges and makes it a perfect match for the July 1966 cover – one of Playboy's most adventurous covers of the decade.



MONTH 4: 2005 Schug "Heritage Reserve" Sonoma Valley Cabernet Sauvignon
Always setting new trends, like Playboy itself, this Bordeaux-style blend features the rich textures of chardonnay, chocolate and cranberry wrapped up in a long and elegant finish. A taste of this fine vintage offers the surprise to match our exclusive post-story label – bearing a cover to delight any Playboy aficionado.

