



DIGITAL INNOVATION

in conversation with



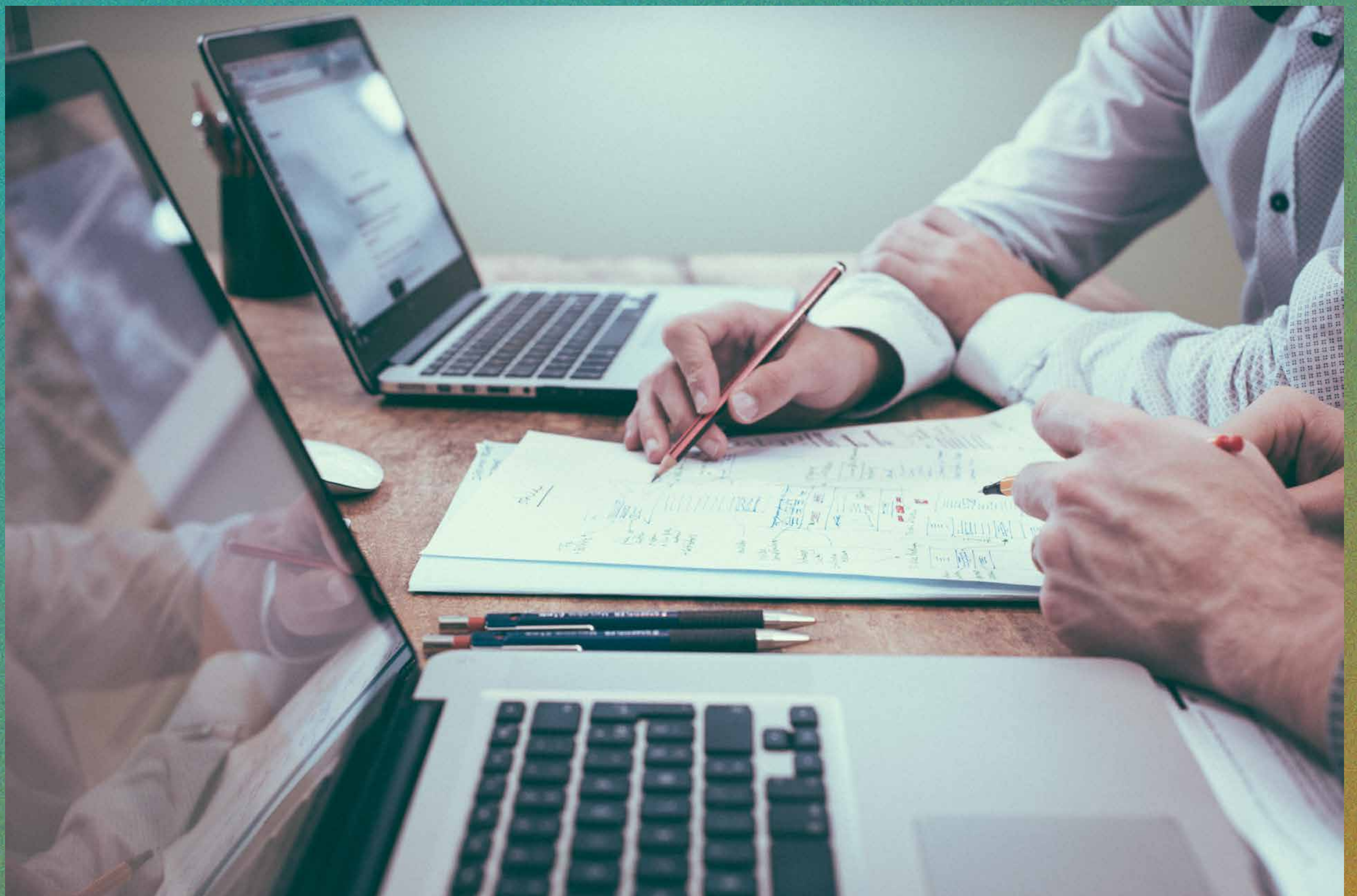
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What are the *current trends and developments in marketing?*



“In my two research fields of market research and sports marketing, digitization is still the central driver. Consumer behavior can be measured much more precisely using new methods, which is why we have also established a research laboratory for the topic of digital empathy. Decisions in sponsorship management are also increasingly being made on the basis of data science findings.”



Has the pandemic had any *impact* on the **marketing of brands**?



“Marketing has followed consumers even more into the online world. A high level of usability has now become a hygiene factor there, so companies must increasingly differentiate themselves with a better user experience. TikTok can be cited as a benchmark example how to implement this approach.”



How do you see the **role of eSports** and other **digital platforms** in comparison to more *traditional marketing* in sports?



“The reach and sales of eSports had already grown in double digits before Corona. The entire ecosystem has become extremely professional and has finally stepped out of the dirty corner through codes of conduct for players and spectators. I admire the way eSports players prepare content for sponsors, which classic sports organizations should see as a role model.”



Do you see *benefits* and *opportunities* for brands and clubs in **investing in the Metaverse** for *marketing purposes*?

“My halo moment regarding the Metaverse was a movie night with my kids and “Ready Player One”. Personally, it's hard for me to understand, why I should pay anything for an NFT token of my favorite club. But 50% of my kids pocket money goes on skins and accessories for their favorite games. Children grow up in two worlds and will not leave the Metaverse again, when they get older.”



As a renowned professor and marketing expert, how come you have re-joined your former employer *adidas* for 6 months as a **professional intern** last summer?



“I grew up in the sporting goods industry and had to leave it for my professorship. In order to stay up to date in marketing, you must follow company practice in addition to research results - and this is best done hands on. No top-down, but bottom-up perspective - including number crunching and lunch runs.”

