

Staatspreis für Fleischer

Der „Wurstsemmel-Shitstorm: David gegen Goliath im Web 2.0“
wurde in der Kategorie Online & Social Media mit dem
wichtigsten PR-Kampagnenpreis ausgezeichnet



...

6YY]bXfi W_hinY][hy'g]W\ 'X]Y'đ fm'XYg'ÒghYffY]W\]gW\Yb'DF
GhUUhgdfY]gYg'j cb'XYf'? Ua dU[bY' K i fghgYa a Y'!G\]hghcfa .
8Uj]X'[Y[Yb'; c']Uh\ 'ja 'K YV'&"\$" 'äa 'A Äfn'X]YgYg'đ\ fYg'ZØ\ fhYb
X]Y'\]Yg][Yb': 'Y]gW\Yf'X]YgY'U'g'5bhk cfh'Ui ZY]bY'K YfVi b['XYg
: UghZccX! ? cbnYfb 'A W8cbU'Xg'Xi fW\ "'DUfhhYf'k Uf'\]YfVY]'X]Y
K]YbYf'5[Ybhi f'? YhW\i a !Di V']W\ "'Ni f'9f]bbYfi b[. 'A W8cbU'Xg
d'Uhn]YfhY'gY]bY'9]b!9i fc!6i f[Yf'bYVYb'Y]bYf'9]b!9i fc!
K i fghgYa a Y'ž'X]Y'XU[Y[Yb'a Y\ f'U'g'hfUi f]['Ui ggU\ ' 'i bX'b]W\h
Y]ba U''K i fgh'VY]b\U'hYhY"'8]Y'; Yk YfVYVYhf]YVY''Y» Yb'g]W\ 'X]Yg
b]W\h'[YZU''Yb'i bX'_cbhYfhYb']\fYfgY]hg'a]h'Y]bYf'cf][]bY''Yb'i bX

YVYbgc`k]f_gUa Yb`DF!5_h]cb"

8]Yg`Yf_UbbhY`Ui W`X]Y`đ fm`XYg`ÒghYffY]W`]gW`Yb`GhUUhgdFY]gYg"
÷`]fYf`6Y[fØbXi b[`\\Y»`Yg.`

F YU_h]cbYb

K]fž`X]Y`\\Y]a]gW`Yb`: `Y]gW`Yfž`\\UVYb`[Ya Y]bgUa `Xi fW`X`Yb
9]bgUm`j cb`GcW]U`A YX]U`5_hj]h`hYb`Y]bY`ZØf`i bg`YI hfYa
gW`ÅX`]W`Y`K YfVY_Ua dU[bY`Y]bYg`a i`h]bUh]cbU`Yb`?cbnYfbg
[Yghcddh ž`gc`XYf`÷bi b[ga Y]ghYf`XYf`: `Y]gW`Yfž`Fi Xc`Z`A Ybn`ž`ja
F U`a Yb`XYf`DfY]gj Yf`Y]`i b[ž`X]Y`VY]`XYf`%, "DF!; U`U`XYg`Di V`]W
F Y`Uh]cbg`J YfVUbXg`5i ghf]U`fDF`J 5Ł`ghUhhZUbX""&*`\$`; ÅghY`Ui g
K]fhgW`UZh`A YX]Yb`i bX`K]ggYbgW`UZh`ja`Ghi`X]c`((`XYf
² ghYffY]W`]gW`Yb`@chYf]Yb`]b`K]Yb`Udd`Ui X]YfhYb`XYb
\\Y]a]gW`Yb`6fUbW`Ybj YfhfYhYfb`ni a`G]Y[Yfdfc`Y`h`XYf`?UhY[cf]Y
Cb`]bY`/`GcW]U`A YX]U`[Y_Øfhž`X]Y`A Ybn`[Ya Y]bgUa `a]h`gY]bYf
: fUi`; YfhfUi`X`A Ybn`gck]Y`DfcZ`8f`F Y]b`UfX`?U]bn
fb`i bXYg]bbi b[g[YgW`ÅZh`gZØ`fYf`XYf`@YVYbga]hY`[Yk YfVYŁ`i bX
J YfhfYhYfb`]cb`?YhW`i a`!Di V`]W`Yb]h[Y[Yb`[Ybca`a Yb`k`i fXY"
, Vf][Ybg`]b`[Y_cbbh`cf][]bY`Yf`: cfa ž`b`Åa``]W`a]h`K`i fghgYa`a Yf`
]b`XYf`<UbX"

8]Y`VYgcbXYfY`<YfUi gZcfXYfi b[`VY]`X]YgYa`Dfc`Y`h`k Uf.`K]Y
_ØbbYb`k]f`a]h`bi ``6i X[Yh`[Y[Yb`Y]bY`a]`]cbYbgW`k YfY
?Ua dU[bY`Ub_Åa dZYb ž`YfØfhYfh`A Ybn`X]Y`<YfUi gZcfXYfi b["
K]f`\\UVYb`i bgYfY`?c`Y[Yb`ni`GcW]U`A YX]U`; i Yf]`U`A Uf_Yh]Yfg
Ui g[YV]`XYh`A]h`gY`f`Y]bZUW`Ybž`UVYf`gY`f`YZZY_hj] Yb
A U» bU`a Yb`\\UVYb`k]f`ZØf`Y]b][Yb`K]fVY`]b`XYf`GcW]U`A YX]U!
i bX`A YX]Ybk Y`h`[Ygcf[h`ž`gc`XYf`÷bi b[ga Y]ghYf"

: UWVcc_`U`g`? Ua dU[bYbd`UhhZcfa

8]Y`Gc`]XUf]h`h`XYf`?cbgi a YbhYb`a]h`XYb`: `Y]gWXYfb`[Y[Yb
Y]bYb`a i `h]bUh]cbU`Yb`?cbnYfbžXYf`6i f[Yf`j YfhfY]Vhž`UhhY
i b[`Ui V`]WXY`5i ga U»Y žZFyi h`g]WXY`Ui WXY`?U]bn`ØVYf`XYb`DfY]g
i bX`XYb`9fZc`[`XYf`?Ua dU[bY`
Jcf`U`Ya`: UWVcc_`k i fXY`XUni`[Ybi hnhž`i a`XYb`?`Ugg]_Yf`XYf
`Y]a]gWXYb`đi gYb!`?i`hi fž`X]Y`K i fghgYa a Y`ž`k]YXYf`]bg`fYW`hY
@]W`h`ni`fØW`Yb`"² ghYffY]W`g`: `Y]gWXYf`UVYb`6]`XYf`j cb
K i fghgYa a Y`b`Ui Z: UWVcc_`cW[Y`UXYb`i bX`X]YgY`UVYb`_`Uf
[YnY][h`9]bY`K i fghgYa a Y`i a`Y]bY`9i fc`]gh`j]Y`VYggYf`U`g`Y]b
6i f[Yf`
8]Y`FYgcbUbn`k Uf`Ybcfa ., VYf`(' "\$\$\$`@]_Yg`i bX`ØVYf`" , \$\$
l gYf`UVYb`X]YgY`6]`XYf`[YhY]`h`8i fWXY`[Yn]Y`hY
đZcfa Uh]cbgUfVY]h`k Uf`X]Y`5_h]cb`Ui WXY`]b`bU`Yni`U`Yb`A YX]Yb
XYg`@UbXYg`ni`Z]bXYb`"8Yf`9fZc`[.`8]Y`?Ua dU[bY`j cb`A W8cbU`Xg
k i fXY`]b`nk Y]`HU[Yb`[Yghcddh`
đg[YgUa h`k i fXYb`Yi Yf`ØVf][Ybg`* -`Dfc`Y`_hY`ZØf`XYb
GhUUhgdfY]g`Di V`]WFY`Uh]cbg`&\$%`Y]b[YfY]W`h`8]Yg`]gh`X]Y`V]g`Yf
`ØW`ghY`NU`U`b`9]bYfY]W`i b[Yb`"DfY]gY`[UV`%g]b`XYb`ZØbZ
?UhY[cf]Yb`7cfdcfUhY`DF ž`đhYfbY`DF ž`DfcXi`_h!`/`GYfj`]W`DF ž`DF!
GdYn]U`X]gn]d`]bYb`i bX`bUhØf`]WXY`Cb`]bY`/`GcW]U`A YX]U`DF`
fDA`#?YhW`i a Ł

6Ygi WXYb`G]Y`i bg`Ui Z. `ZY]gW`i bXW`"Uh