

## 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\_h'nY][ hY'g]W X]Y' fm'XYg'ÔghYffY]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\']a 'K YV'&"\$" 'a 'A Áfn'X]YgYg'U\ fYg'Z\fhYb  
X]Y'\]Yg][ Yb'; `Y]gW Yf'X]YgY'U'g'5bhk cfh'Ui Z'Y]bY'K YfVi b[ 'XYg  
: UghZccX!?cbnYfb 'A W8cbU'Xg'Xi fW "DUfhbYf'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'zX]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 ]hY]bYf'cf][ ]bY``Yb'i bX

YVYbgc`k ]f\_gUa Yb`DF!5\_h]cb"

8]Yg`Yf\_UbbhY`Ui `W`X]Y` fm`XYg`OghYffY]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`XYb  
9]bgUhn`j`cb`GcW]U`A`YX]U`5\_h]j`]hÀhYb`Y]bY`ZØf`i`bg`YI`hfYa  
gW`ÀX`]W`Y`K`YfVY\_Ua`dU[ bY`Y]bYg`a`i`h]bUh]cbU`Yb`?cbnYfbg  
[ Yghcddh`ž`gc`XYf`bbi`b[ ga`Y]ghYf`XYf`:`Y]gW`Yfž`F`i`Xc`Z`A`Ybn`ž`]a  
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`5`ghUhZhUbX``&\*`\$`;`ÀghY`Ui`g  
K`]fhgW`UZh`A`YX]Yb`i`bX`K`]ggYbgW`UZh`]a`Ghi`X]c`(`(`XYf  
2`ghYffY]W`]gW`Yb`@chhYf]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  
C`b`]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`FY]b\UfX`?U]bn  
fbi`bXYg]bbi`b[ g[ YgW`ÀZhgzØ\`fYf`XYf`@YVYbga`]h`Y`[ Yk`YfVY`i`bX  
J`YfhfYhYfb`j`cb`?YhW`i`a`!Di`V`]W`Ybh`[ Y`[ Yb`[ Ybca`a`Yb`k`i`fXY`  
,`Vf`[ Ybg`]b`[ Y\_cbbh`cf`[ ]bY`Yf`cfa`ž`bÀa`]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  
\_ÒbbYb`k`]f`a`]h`bi`6i`X`[ Yh`[ Y`[ Yb`Y]bY`a`]`]cbYbgW`k`YfY  
?Ua`dU[ bY`Ub`Àa`dZ`b`ž`YfÒfhfYfh`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`h]j`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`bbi`b[ ga`Y]ghYf`

': UWVcc\_`U`g`? Ua dU[ bYbd`UhZcfa

8]Y`Gc`]XUf]hAh`XYf`? cbgi a YbhYb`a ]hXYb`:`Y]gWX Yfb`[ Y[ Yb  
Y]bYb`a i `h]bUh]cbU`Yb`? cbnYfbz`XYf`6i f[ Yf`j YfhfY]Vhž`\\UhH  
i b[ `Ui V`]WX Y`5i ga U»Y ž`ZfYi h`g]WX `Ui WX`? U]bn`ØVYf`XYb`DfY]g  
i bX`XYb`9fZc`[ `XYf`? Ua dU[ bY"  
Jcf`U``Ya` : UWVcc\_`k i fXY`XUni`[ Ybi hnži a`XYb`?`Ugg]\_Yf`XYf  
\Y]a ]gWX Yb`!Ui gYb!`?i `h`fžX]Y`K i fghgYa a Yžk ]YXYf`]bg`fYWX hY  
@]WX h`ni `fØW\_Yb``2 ghYffY]WX g`:`Y]gWX Yf`\UVYb`6`]XYf`j cb  
K i fghgYa a Y`b`Ui Z: UWVcc\_`\cWX [ 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`" ", \$\$  
I gYf`\UVYb`X]YgY`6`]XYf`[ YhY]`h`8i fWX`[ Yn]Y`hY  
=bZcfa Uh]cbgUfVY]h`k Uf`X]Y`5\_h]cb`Ui WX`]b`bU\Yni`U``Yb`A`YX]Yb  
XYg`@UbXYg`ni`Z]bXYb``8Yf`9fZc`[ .`8]Y`? Ua dU[ bY`j cb`A`WbcbU`Xg  
k i fXY`]b`nk Y`HU[ Yb`[ Yghcddh`  
=b[ YgUa h`k i fXYb`Yi Yf`ØVf][ Ybg`\*`-`Dfc`Y\_hY`ZØf`XYb  
GhUUhgdfY]g`Di V`]WF Y`Uh]cbg`&\$%` `Y]b[ YfY]WX h`8]Yg`]gh`X]Y`V]g\Yf  
\ØWX ghY`NU\`Ub`9]bfY]WX i b[ Yb``DfY]gY`[ UV%g`]b`XYb`ZØbZ  
?UhY`cf]Yb`7cfdfUhY`DF ž`=b`hYfbY`DF ž`DfcXi \_h`/`GYf`j]WX`DF ž`DF!  
GdYn]U`X]gn]d`]bYb`i bX`bUhØf`]WX`C b`]bY`/`GcWX`A`YX]U`DF"  
fDA #? YhWX i a Ł

6Ygi WX Yb`G]Y`i bg`Ui Z`Z`Y]gWX i bXWX "Uh