

Weckruf für Oberösterreichs Konsumenten

Eine provokant angelegte Werbung der Landesinnung
Oberösterreich setzt auf den Unterschied zwischen Handwerk und
industrieller Massenware.



...

K Ug' []Vh'Yg'6YggYfYg'U'g'Y]bYb'gUZh['nUfhYb'GW]b_Yb'ni a
: fØ\ghØW_ž'Y]bY'?YggY'\Y]»Y'ni f'Äi gY'i bX'Y]bYb'_'bi gdf][Yb
GWk Y]bgVfUhYb'ni a 'A]hU[YggYb3'HUhgÄW`]W`Yf_YbbYb'UVYf
]a a Yf'k Yb][Yf'?cbgi a YbhYb'XYb'Ybcfa Yb'I bhYfgW]YX
nk]gWYb'\UbX[Ya UW`hYb': `Y]gW!i bX'K i fghk UfYb'i bX'XYb
]bXi ghf]Y'''[YZYfh][hYb'DfcXi _hYb']bhYfbUh]cbU`Yf'9fnYi [Yf"

8]YgYf'9bhk]W_`i b['gU[h'X]Y'cVYfØghYffY]W]gWY'@UbXYg]bbi b[
XYf'@VYbga]hY'[Yk YfVY'XYb'?Ua dZ'Ub"; Ya Y]bgUa 'a]h'XYf
@bnYf'K YfVYU[Ybhi f' .k UbhYX '\Uh'g]Y'ZØf'XUg'Ä\ f'&\$%('Y]bY

bYi Y'Ua dU[bY`Ybhk]W_Y'h" 8 Ug'9f[YVb]g`]ghY]bY`gY\`f`ghUf_Y
K YfVY`b]Yž`X]Y`V]bbYb`GY_i bXYb` ; YZØ\`Y`Ui g`Ògh"l bX`g]Y`gc``
Ui ZfØhhY`bž`XUa]h`k]f`Ub[Zf]gh][`XYa `8 fi W_`XYg`A]hVYk YfVg
ghUbX\U`hYb ž`Yf_`Àfh`K]`]`A UbX`ž`XYf`cVYfÒghYffY]W\]gWXY
@UbXYg]bbi b[ga Y]ghYf!Ghj ``Gc`g]bX`Ui Z`XYb`gW`]W`h[Y\U`hYbYb
: chcg`a]h`ZfcbhU`Ui Z[Ybca a YbYb`9ggh]gW`!A ch]j Yb
V`]ghYfj YfdUW_hY`K i fghk UfYbž`j]Y`i bX`V]`][ž`ni `gY\Yb``8 cW\`X]Y
?i bXYb`\UVYb`X]Y`K U\`i bX`_ÒbbYb`Ui W\`VY]`]\fYa `fY[]cbU`Yb
: `Y]gWXYfa Y]ghYf`Y]b_Ui ZYb``; Ubn`[Yn]Y`h`gc``X]YgY`?Ua dU[bY
dfcj cn]YfYb``8 Ybb`bi f`gc`]ghYg`a Ò[`]W\ž`XUgg`X]Y`6chgW`UZhYb
VYk i ggh`k U\f[Ybca a Yb`k YfXYbž`Ua `6Yk i gghgY]b`XYf
?cbgi a YbhYb`fØhhY`b`i bX`Y]bYb`l a XYb_dfcnYgg`k]Y`Ui W\`Y]bY
ŸbXYfi b[`ja `?Ui ž`Yf\U`hYb`Yfn]Y`Yb"

Df]bh!`i bX`HJ`!?Ua dU[bY

; `Y]W\`nY]h[`]gh`g]WXYf[YghY`hž`XUgg`a Ò[`]W\gh`j]Y`Y
C VYfÒghYffY]WXYf`X]Y`?Ua dU[bY`k U\fbY\`a Yb``8 Ybb`UV`5bZUb[
A Àfn`k YfXYb`X]Y`9]bgW`U`hi b[Yb`j]YfnY\`bhÀ[]
cVYfÒghYffY]W`k Y]h`b`XYf`F Y[]cbU`nY]hi b[`H]dg`j YfÒZZYbh`]W`h"

A]h`, +) "\$\$\$`cVYfÒghYffY]W\]gWXYb`@YgYfb`dfc`Bi a a Yf`Yf[]Vh`X]Y
ÆgYfUhYb_Ua dU[bY`j cb`A Àfn`V]g`ž`b]i bX`GYdhYa VYf`V]g
Bcj Ya VYf`&\$%(`]bg[YgUa h`% ž`%`A]`]cbYb`?cbhU_hY``5`g`nk Y]hYg
VfY]hYbk]f_gUa Yg`A YX]i a `a]h`ghUf`_fY[]cbU`Ya `7\UfU_hYf
k i fXYb`gYW`g`j YfgW\]YXYbY`fY[]cbU`Y`HJ`!GYbXYf`[YVi W\hž`X]Y
XUg`[YgUa hY`6i bXYg`UbX`UVXYW_Yb``Æg[YgUa h`UW\h`K cWXYb
`Ub[`i bX`nY]h`]W`k YW\gY`bX`a]h`XYb`ÆgYfUhYb`k YfXYb`ØVYf
+"\$\$\$\$`HJ`!Gdchg`Ui g[YghfU\`hž`X]Y`X]Y`?YfbVchgW`UZhYb`XYf
ÆgYfUhY`]b`VYk Y[hYb`6]`XYfb`a]h`dc]bh]YfhYb`HYl hYb`Ui Z`XYb
Di b_h`Vf]b[Yb`gc``Yb"

B UW\h`XYg`; Ybi ggYg

5VYf`Ui W\`Xi fW\`j YfgW\]YXYbY`5_h]cbYb`j cf`Cfh`Yf`YVYb`X]Y
?i bXYbž`k cXi fW\`g]W\`X]Y: `Y]gWXYf`gck]Y`6ÀW_Yf`i bX`?cbX]hcYb
j cb`]bXi ghf]Y``Yb`<YfghY``Yfb`i bX`[fc»Yb`<UbXY`g_cbnYfbYb
UV[fYbnYb``Gc`V]YhYb`nU\`fY]WXY`6Yhf]YVY`VY]`XYf`ÒghYffY]W`k Y]h
ghUhh]bXYbXYb` B UW\h`XYg`; Ybi ggYg `Ua `%"`GYdhYa VYf`&\$%(
k]YXYf`9]bV`]W_Y`]b`]fY`DfcXi _h]cbgg`h`hYb``8 Uni

:`Y]gWXYfa Y]ghYf`K]``A UbX` 8 Ug`]gh`Y]bY`XYf`k Yb][Yb
Y]bn][Ufh][Yb` ; Y`Y[Yb\Y]hYbž`i a`i bgYfYb`?i bXYb`XYb`f]Yg][Yb
l bhYfgWXY]X`nk]gWXYb`]bXi ghf]Y``i bX`UbXk Yf`]WXY`[YZYfh][hYb
@YVYbga]hhY`b`X]fY`_hj cf`5i [Yb`ni`ZØ`fYb``8Ybb`b]WXYhg`Uh`a Y`f
6Yk Y]g`fUZh`U`g`ØVYffUgWXYhY`?i bXYbž`X]Y`a Y]bYb.`WXY`UV`Yg`a]h
Y][YbYb`5i [Yb`[YgY\Yb``WXY`_Ubb`U`Yb`a Y]bYb`?c`Y[Yb`bi f
fUHYbž`VY]`XYf`BUWXYh`XYg` ; Ybi ggYg`i bX`XYb`UbgWXY`Y»YbXYb
 ; Ybi gghU[Yb`XUVY]`ni`gY]b ž`gc`A UbX``BYVYb`XYf`A Ø[`]WXY`Y]h
ni f`X]fY`_hYb`?ca a`i b]_Uh]cb`a]h`XYb`?cbgi a YbhYb`i bhYfghØhnh
X]Y`b`bi b[`X]Yg`Xi fWXY`]bhYbg]j Y`K YfVY`Ua`dU[bYb`` 8]Y`BUWXYh
XYg` ; Ybi ggYg`k]fX`]b`Y]bYf`?ccdYfUh]cb`a]h`@ZY`FUX]c`nk Y]
K cWXYb``Ub[`a]h`ØVYf`%) \$`< ØfZ] b`gdchg`VYk cfVYb`i bX`ZØf`U`Y
hY]`bY\`a YbXYb`6Yhf]YVY`ghY\Yb`Ui WXY`\Yi Yf`k]YXYf
5b_ØbX][i b[gd`U`UhYž`b`gYfUHY`i bX`YXY`A Yb[Y`k Y]hYfYf
K YfVYa]hhY``hY]`g`_cghYb`cg`ni f`J YfZØ[i b[``9]bZUWXYf`[Y`h
K YfVi b[`a UWXYb`k]f`]WXY`b]WXYh`a Y`f ž`ZÅ`fh`A UbX``Zcfh`

A YggY` ž [YbX`/`6Yfi Z

9]b`GWXk Yfdi b`h]b`XYf`ž [YbX!BUWXYk i WXYgUfVY]h`]gh`X]Y
6Yfi Zg]bZcfa Uh]cbga YggY`ž [YbX`/`6Yfi Z`]b`K Y`g``8Yf`5i Zhf]hh
k i fXY`bYi`ØVYfUfVY]hYh``8Yf`a cXYfbY`A YggYghUbX`]b` ; cfa`Y]bYg
A Uf`hd`UhnYg`k i fXY`VY]VY`U`hYb``BYi Y`6]`XYf`i bX`Y]b`nYbhfU`Yf
G`c[Ub`gc``Yb`bi b`YXcWXY`j]Y`ghÅf`Yf`U`g`V]g`Yf`Ub`X]Y`GdfUWXY
XYf`ž [YbX`]WXYb`Ub`_bØdZYb`` Gc`k YfXYb`k]f`j YfghÅf`h`]fY
5i Za Yf`gUa`_Y]h`ZØf`X]Y`6Yfi ZY`XYg` : `Y]gWXYfa Y]ghYfg`i bX`XYf
UbXYfYb`6Yfi ZgV]`XYf`XYg`cVYfØghYffY]WXY]gWXYb
@YVYbga]hhY`[Yk YfVYg`k YW`Yb ž`ZfYi h]g]WXY`K]``A UbX``
fFYX`#K`?CC9Ł

6Ygi WXYb`G]Y`i bg`Ui Z`ZY]gWXYi bXWXY`Uh