

WHAT THE VHUG

VERS I:

From the Call to the Action,
brüllt die E-Commerce-Crew.
Alle woll'n Big-Data,
let me advertain you!

Added Value, Design Thinking,
Ad Impressions – bäääm!
Digital is everything,
make benchmark great again.

Impression-Rates oder Trendsetter,
end-to-end nothing else matters,
alles ist so interactive. Jeder proactive
verlangt nach Connectivity,

worldwide, asap and smart.
User Testing, Buyer's Journey
Outta Stuttgart

Refrain:

From the digi to the tall.
WHAT? WHAT?
Let's write it on the wall.
WHAT THE?
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We gonna VHUG it all.
WHAT - THE - VHUG.

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VERS II:

Von Mood-Bild-Welten
über Ideation-Pools.
Reale Con-ver-sation,
über Killer KI Tools.

Stakeholder commiten schneller –
fast Responsibility.
User-centric Influencer
wollen `ne krasse Strategy.

Scrum outside the box,
das ist agile rocket science.
Ob mit Chatbots oder Vlogs,
cre-ate storylines.

Zu Buzzword und New Brands,
brauchts Insight und Impacts.
Hottest Social Media Facts,
Dash the Button zum Bestprice

Let's get digital, digital want to get digital
Let's get digital
Let me hear Alexa talk, your Siri talk.

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Doubletime Rap:

B2C, B2B, PSD, RGB, KPI, NDA, CGI
WHAT?!

CPC, CTR, CTA, USP, SEO, CFO, API
VHUG!

ROI, UXI, SEM, UGC, TVC, IoT, GUI
WHAT?!

LOL, TBT, VFB, HDR, MMA, TNT, VRI
VHUG!

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