

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)  
Interactive Presentations - IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (IP)

Author: Mr. Manfred Ehresmann  
Institute of Space Systems, University of Stuttgart, Germany

Mr. Clemens Riegler  
Julius Maximilians Universität Würzburg, Germany  
Ms. Bahar Karahan  
KSat e.V., Germany  
Mr. Paul Nehlich  
Institute of Space Systems, University of Stuttgart, Germany  
Mr. Nicolas Heinz  
KSat e.V., Germany

IMPACTFUL MARKETING AND OUTREACH ACTIVITIES OF GERMAN STUDENT SPACE  
ASSOCIATIONS

**Abstract**

Student-led space initiatives in Germany have witnessed remarkable advancements not only in technology but also in the realm of marketing and outreach. This paper presents an in-depth analysis of the impactful marketing strategies employed by German student space societies, particularly focusing on their ability to engage and captivate diverse audiences with minimal budgets. Through a series of compelling case studies, this abstract outlines how these societies have leveraged creativity and innovation to gain significant recognition and influence in the field of aerospace.

The first case study highlights the creative marketing approach of KSat e.V., a student society renowned for their project that brought the first Gin to the International Space Station (ISS), for solely scientific and technical reasons. This unique endeavour garnered nation wide media recognition in printed media, online, radio and television, illustrating the power of unconventional and newsworthy stories in capturing public interest. The tactics employed by KSat e.V. navigate media landscapes and create a narrative that not only intrigued the public but also highlighted the society's technical prowess and ingenuity with the creation of "the satellite" in context of the county's marketing campaign "the länd".

WüSpace, a student society, engaged millions of gamers by incorporating a beloved video game character into their sounding rocket experiment. This creative approach not only captured the gaming community's attention but also inspired an interest in space exploration among them. By blending gaming with space science, WüSpace effectively broadened their audience and fuelled a passion for space within a group not typically engaged by such projects.

This strategy exemplifies how student societies can tap into popular culture and digital platforms to broaden their reach and appeal to a younger, tech-savvy audience. Additionally, the paper explores the "Fly Your Name to Space" activities, a series of outreach programs aimed at engaging local enthusiasts at little effort. These initiatives demonstrate the societies' commitment to inspiring the next generation of aerospace professionals. Operating with zero or very small marketing budgets, these German student space associations have set a benchmark for impactful marketing in the aerospace sector. Their success stories provide invaluable insights into how strategic communication, creative storytelling, and community engagement can be harmoniously blended to achieve remarkable outcomes.

These outreach and engagement achievements may serve as a blueprint for other (student-led) organizations seeking to make a significant impact in their fields with limited resources.