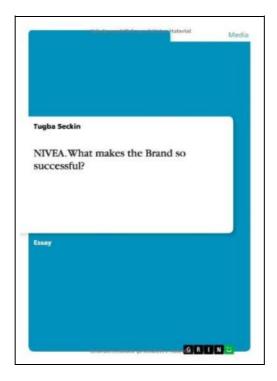
NIVEA. What makes the Brand so successful



Filesize: 1020.93 KB

Reviews

A very awesome ebook with perfect and lucid information. It is really simplified but unexpected situations in the 50 % of your pdf. I am pleased to let you know that here is the greatest book i have study inside my very own lifestyle and can be he greatest ebook for at any time.

(Noah Bruen)

NIVEA. WHAT MAKES THE BRAND SO SUCCESSFUL



GRIN Verlag. Paperback. Book Condition: New. Paperback. 24 pages. Dimensions: 8.0in. x 5.7in. x 0.1in.Essay from the year 2011 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: Distinction 87, University of Exeter (Business School), course: Msc International Management - Brand Communication, language: English, comment: This was one of the best essays out of everyone in the course. Distinction 87 - 1998 Words, abstract: The brand name NIVEA is familiar to many people from childhood onwards. However, not many people know the actual meaning of the name NIVEA. The name comes from the Latin adjective niveusNIVEAniveum meaning snow-white. NIVEA was invented in 1911 and celebrates its 100th Anniversary this year. In that time the original blue tin packaging of the cream has changed its appearance (Appendix 1), but the actual formulation has changed very little since its first launch. According to Interbrand (2011a) NIVEA is one of the top 100 best global brands with a brand value of 3, 734m. Additionally, in Readers Digest Trusted Brands annual consumer survey (2011) NIVEA has been voted the most trusted brand for the last five years in 15 out of 16 European countries (Appendix 2). With a brand awareness of 99 (Appendix 3) in Germany, there can be no doubt that NIVEA is a success story (Gruner and Jahr, 1994 cited in Marketingverein, 1997). The research questions addressed by this essay are how NIVEA became the market leader, and how it has kept increasing its market share over the years to hold that market position successfully. The first part will analyse NIVEAs brand identity and visual identity. The author has decided to concentrate on these brand elements because creation of a strong corporate identity is crucial for companies in gaining a competitive advantage. This is followed by a brief...



Read NIVEA. What makes the Brand so successful Online



Download PDF NIVEA. What makes the Brand so successful

See Also



Harts Desire Book 2.5 La Fleur de Love

Cajunflair Publishing. Paperback. Book Condition: New. Paperback. 112 pages. Dimensions: 8.0in. x 5.0in. x 0.3in. Its late 1974, and high school student, Melinda Dawson is in serious trouble. Within two hours of revealing her suspected pregnancy...

Read eBook

»



God Loves You. Chester Blue

Henry and George Press. Paperback. Book Condition: New. Ursula Andrejczuk (illustrator). Paperback. 140 pages. Dimensions: 8.0in. x 5.2in. x 0.3in.BEAUTIFUL NEW ILLUSTRATIONS BRING THE STORY TO LIFE!A charming book about a mysterious bear that shows...

Read eBook

»



Aeschylus

BiblioLife. Paperback. Book Condition: New. This item is printed on demand. Paperback. 260 pages. Dimensions: 8.0in. x 5.0in. x 0.6in.This Translation of A eschylus, an entirely new one, is designed as an Appendix to my...

Read eBook

»



Lans Plant Readers Clubhouse Level 1

Barron's Educational Series. Paperback. Book Condition: New. Paperback. 24 pages. Dimensions: 8.9in. x 5.7in. x 0.3in.This is volume six, Reading Level 1, in a comprehensive program (Levels 1 and 2) for beginning readers. Two nine-book sets...

Read eBook

..



Angels, Angels Everywhere

Bella Rosa Books. Paperback. Book Condition: New. Paperback. 112 pages. Dimensions: 8.0in. x 4.8in. x 0.3in.Many people believe that everyone is assigned at least one guardian angel at birth. Some claim to have seen their...

Read eBook

»