



Markenpolitik und Marketing-Mix zur Wiederbelebung alter Marken (German Edition)

Rita Salviti

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Akademische Arbeit aus dem Jahr 2005 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,7, Eberhard-Karls-Universität Tübingen (Wirtschaftswissenschaftlichen Fakultät), Sprache: Deutsch, Abstract: Ergibt die Analyse des Markenwissens, dass noch genügend große Restbestände von Bekanntheit und Image vorhanden sind, kann darauf aufbauend die Marke mit Hilfe der Unterstützung durch die Markenpolitik und den Instrumenten des Marketing-Mix wiederbelebt und erneut vermarktet werden. Dabei geht es vor allem darum, die alte Marke neu zu interpretieren und damit „neue“ Verbraucher anzusprechen, wobei gleichzeitig darauf geachtet werden muss, dass die Marke auch für die „alten“ Verbraucher interessant bleibt.

Die Marke muss also folglich alt und neu zugleich erscheinen. Da die Markenpolitik einen die Instrumente des Marketing-Mix übergreifenden Charakter aufweist, werden in dieser Arbeit zunächst markenpolitische Möglichkeiten zur Unterstützung der Wiederbelebung dargestellt, bevor darauf eingegangen wird, wie durch einen gezielten Einsatz der Instrumente des Marketing-Mix der alten Marke zu erneutem Erfolg verholfen werden kann.

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