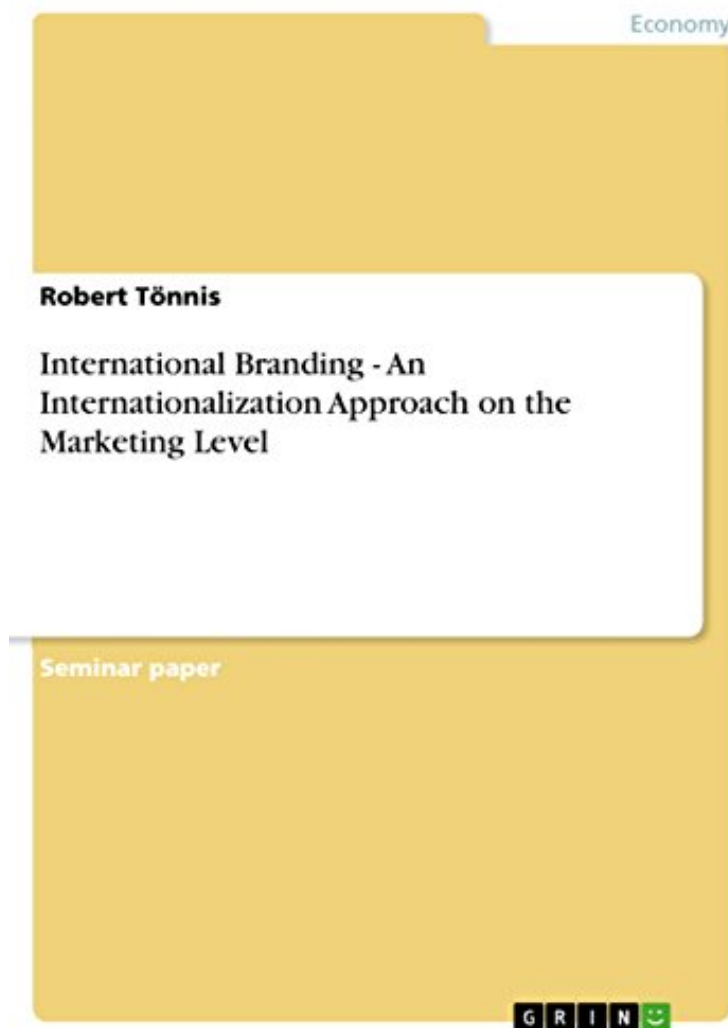


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International Branding - An Internationalization Approach on the Marketing Level

Robert Touml;nnis

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Seminar paper from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, University of Applied Sciences Frankfurt am Main (Fachbereich 3: Wirtschaft und Recht), course: Marketing Management im internationalen Kontext, 20 entries in the bibliography,

language: English, abstract: During the last decades, the globalisation importance has increased a lot. In this term, the crucial globalisation pushing strength ndash; the homogenisation of markets and short PLC ndash; did change the competition on international markets. The internationalisation from companies becomes also more and more important. Due to these challenges lots of companies do not consider to operate their business activity on an international scope, but they are thinking about the aspect of how to act successfully on international markets. Within the scope of internationalisation brands play an important role. The expansion of business activity on international markets is not thinkable without brands. Especially in terms of uncertain economic activities, the consumer is searching for orientation, trust and identification. The consumer will find all this in the brands. Regarding a company that decides to expand its international brand politic, there are different possibilities. On the one hand, because of the changing general framework it is necessary to have the integration of international activities. Besides, it is necessary to follow the company's strategy consistently without considering country-specific differences. On the other hand, critics refer back to existing national even regional distinctions. Therefore demonstrates determination of standardization and differentiation in the literature of Brand Management a very discussable point, especially when you talk about "Global Brand". Regarding to Specht, who declared: you will find the focal point of market centred activities in consumer goods marketing in the brand, so that there is a direct connection between and the global brand politic and the base of global market activities. Considering the terminology of international management, most of the brands are just in a status of a transnational, regional or "Euro" brand today. Even brands like Coca-Cola or McDonald's differentiate parts of their market development in certain countries. For this reason the theory, which has been noted on top, be explained more clearly: you must not understand brand management as a brand that always has to have exactly the same marketing mix. A brand is more global when the brand core, positioning and brand world are consistent.