



Nike Usa

JG Myers



Nike Usa:

Semantische Frames in interkultureller Markenkommunikation Lisa Hackinger, 2024-04-30 Unter Anwendung der Frame Theorie wird in diesem Buch die Rolle von nicht verbalisiertem Vorwissen in der interkulturellen Markenkommunikation untersucht Eine starke Marke ist ein sowohl komplexes als auch fiktionales Konstrukt das sich neben verschiedenen Oberflächenmerkmalen auch aus Assoziationen Empfindungen und Hintergrundwissen zur Marke zusammensetzt Mit einer kognitiv linguistischen Vorgehensweise wird anhand von vier Fallbeispielen analysiert welche unterschiedlichen Kommunikationsstrategien etablierte Unternehmen zur interkulturellen Positionierung von Marken nutzen und inwieweit diese sich in der Wahrnehmung der Rezipienten widerspiegeln Dabei wird von einem holistischen Denkansatz ausgegangen bei dem Sprachwissen und Weltwissen eine untrennbare Einheit darstellen und der Fokus liegt darauf zu verstehen wie abstraktes und k nstlich erzeugtes Wissen um eine Marke kommunikativ etabliert werden kann und welche Rolle die landeskulturelle Bedingtheit hierbei spielt

Das Rennen um Fitness-Apps. Wie globale Sportmarken Fitness-Applikationen für die Produktwerbung nützen können Michael Mandlbauer, 2021-02-22 Masterarbeit aus dem Jahr 2020 im Fachbereich BWL Offline Marketing und Online Marketing Note 1 0 Management Center Innsbruck Internationale Fachhochschulgesellschaft mbH Sprache Deutsch Abstract Das Ziel dieser Masterarbeit liegt darin kurz ber die m glichen Motive der globalen Sportmarken in Fitness Apps zu investieren zu reflektieren und im Anschluss zu analysieren wie Fitness Apps den globalen Sportmarken helfen k nnen mehr Produkte zu verkaufen Daf r f hrt der Autor im ersten Teil dieser Arbeit eine umfangreiche Literaturstudie durch die die technischen M glichkeiten von Fitness Apps aufzeigt und deren Bedeutung f r globale Sportmarken skizziert Im zweiten Teil der Arbeit werden im Rahmen einer empirischen Analyse f nf Interviews mit Experten von den Unternehmen Runtastic GmbH und Adidas AG gef hrt um einen relevanten Praxisbezug herzustellen und Beispiele daf r zu liefern wie der globale Sportartikelhersteller Adidas die adidas Running App der Runtastic GmbH zur Steigerung von Verkaufszahlen n tzt Sowohl f r die Literaturstudie als auch f r die empirische Analyse wird das bekannte AIDA Modell als Analyseinstrument verwendet um die Werbewirksamkeit von Fitness Apps zu beleuchten Die Ergebnisse dieser Arbeit zeigen dass Fitness Apps umfangreiche M glichkeiten bieten um alle vier Stufen des AIDA Modells Awareness Interest Desire Action zu erf llen Das bedeutet dass diese Apps Potenzial haben um die Produkte und Marken der globalen Sportunternehmen zu bewerben und schlussendlich auch Verkaufszahlen zu steigern Dennoch liegt es in den H nden der globalen Sportmarken bis zu welchem Grad sie diese Apps als Werbe und Verkaufsplattform n tzen und somit riskieren vom eigentlichen Verwendungszweck dieser Apps abzuweichen

F & S Index United States ,1997 *Immer im Einsatz* Hans-Werner Jarosch, 2005 **Wehrkunde** ,1961 **Arbeit und Wirtschaft** ,2000 Die Raketen kommen! Hans Günter Brauch, 1983 Om NATO s dobbeltbeslutning og stationering af de nye mellemdistancemissiler U.S. Government Films for Public Educational Use - 1960 Seerley Reid, United States. Office

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