



Positioning of Heineken via sport sponsoring in the German beer market

By Nico Schulenkorf

Grin Verlag Apr 2008, 2008. Taschenbuch. Book Condition: Neu. 210x148x5 mm. This item is printed on demand - Print on Demand Titel. - Scientific Study from the year 2004 in the subject Sport - Sport Economics, Sport Management, printed single-sided, grade: High Distinction, University of Technology, Sydney (School of Leisure, Sport and Tourism), course: Sports Marketing, 28 entries in the bibliography, language: English, abstract: Beer and sports are undisputably two of the most vividly discussed topics in international business. Determining a possible market entry strategy for one of the world's leading breweries in the internationally neglected and extremely fragmented German beer market is therefore an interesting and challenging task. The positioning, connecting and advertising of the Heineken brand through sponsorship agreements seems to be a promising form of addressing the market. In the first part of this project the peculiarities of the German beer market and the Dutch company Heineken are presented. Secondly, the main characteristics of Heineken's market approach, its core strategy, the main target group and positioning are analysed. The central part of this paper discusses a market entry via sport sponsoring as well as potential Bundesliga-partners. Apart from advantages and disadvantages of sport sponsoring, possible...



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