

Competence Center Holistic Branding

Even though brand management is one of the important domains of marketing science. Reward to say researching the holistic management of complex brand objects is still in its infancy. Examples of complex brand objects include:

- Commercial companies
- Associations, organizations and foundations
- Shopping centers
- Trade shows, exhibitions and mega events
- Cities and regions
- Industrial clusters

Since the pressure to give these institutions a distinct image is growing all the time, the focused development of brands is becoming a critical success factor.

However, the brand management of these objects is beset by some particular problems stemming from the objects' complex nature, their multiple target groups, the level of over-arching coordination they require, and the pronounced secondary effects of branding.

The team of researchers at the Holistic Branding Competence Center systematically analyses these complex brand objects as they answer the following questions:

- How can the stakeholder groups, relevant for brand management, best be identified and analyzed?
- How can brand positioning be measured and controlled in the case of multiple target groups?
- What are the behavioral relevances of affective and cognitive dimensions of brand image?
- What brand architectures can be used for complex brand objects?
- What marketing instruments and organizational principles are especially promising for brand management in various contexts?
- What methods exist for evaluating complex brand objects and which ones are suitable for which purpose?

In its research work, LMM collaborates with academics from various universities and disciplines. Co-operation with leading companies, consulting firms and market research institutes also provide an excellent basis for building up an extensive collection of high-quality data.

Research Projects: (Since 2000)

- Multi-sensual branding
- Management of corporate brands (esp. employer branding)
- Regional branding (regions, cities)
- The impact of retail brands on store selection
- Sustainability strategies and brand management
- Dynamical customer evaluation of investment companies
- The behavioural relevance of emotional brand images
- Employer branding
- Specific stakeholder effect of corporate brands
- Corporate branding in a merger and M&A
- Cluster profiling and cluster branding as success factors for the development of regions
- Brand management for popular music
- The effects of the corporate brand on the business-to-business relationships of media companies
- Corporate sustainability branding
- Identification and explanation of brand erosion
- Brand trust building strategies in online media

Team of Competence Center Holistic Branding:

Research Assistants/Teaching Assistants

- 📍 Dipl.- Kfm. Gunther Greven

Doctoral Candidates

- 📍 Dipl.- Kffr. Birgit Sponheuer
- 📍 Dipl.- Kfm. Kai Thürbach
- 📍 Dipl.- Kfm. André-Bastian Soudah