



"Sport-Branding". Die Verbindung von Sport und Marke in den "Global Sponsorships" der Allianz SE (German Edition)

Christian Hirschberger

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Studienarbeit aus dem Jahr 2015 im Fachbereich Sport - Sportökonomie, Sportmanagement, Note: 2,0, Hochschule für angewandtes Management GmbH - Campus Treuchtlingen, Sprache: Deutsch, Abstract: Die vorliegende Arbeit beschäftigt sich mit der speziellen Verbindung von Sport und Marke - dem Sport-Branding - und greift diese Thematik theoretisch wie praktisch auf. Sportbranding soll dabei als modernes Werkzeug der Markenkommunikation vorgestellt werden, das über die reine Verbindung von Marke und Sportsponsoring hinausgeht und als unternehmensseitig angemessene Reaktion auf sich ändernde Rahmenbedingungen in Wirtschaft und Gesellschaft betrachtet werden kann.

Aufbauend auf der Behandlung der Themenfelder Sportsponsoring und Markenführung soll ein Verständnis für Sport-Branding erarbeitet werden, das der Professionalisierung im Sponsoring/Sportsponsoring Rechnung trägt und am Engagement der Allianz SE aufzeigt, dass strategische Allianzen dazu geeignet sind, einen langfristigen Mehrwert zu generieren.

Sportsponsoring soll dabei nicht als isoliertes Kommunikationsinstrument betrachtet werden, sondern vielmehr als strategisch orientiertes Wertschöpfungsinstrument, das sein Potential durch die Verbindung des Sports mit der modernen Markenführung in Form des Sport-Brandings optimal entfalten kann.

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