



Brand Comparison Audi, Volkswagen, Volvo: Brand Management and Research

Jan Heyn, Patrick Blank, Maximilian Hohmann, Stefan Wozniak

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Essay from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,7, University of Bedfordshire, language: English, abstract: The American Marketing Association defined in the 1960s a brand as “a name, term, sign, symbol, or design, or a combination of them which is intended to identify the goods or services of one seller or a group of sellers and to differentiate them from those of competitors”. Three brands of the automobile sector have been chosen which will be analyzed in the following report. This particular industry sector is interesting because of the limitation in building cars differently what makes the brand image even more important (Kapferer 2008). The brand position, image and effectiveness of Volkswagen, Audi and Volvo will be critically evaluated to conclude with recommendations. These brands are an appropriate choice because they are differentially positioned and the companies use furthermore different strategies to sell their products. After all, a conclusion will give recommendations and future directions.

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