

Services

Open new doors for the brand

International Brand Management

Whenever you visit a foreign country, ask what is forbidden there. (Confucius) – Those who desire to operate brands internationally need not only understand the German management culture but also the cultural characteristics of their target market.

The success of an international brand stands or falls according to how successful the adaptation of the brand is within cultures. An important consideration here is that the brand platform needs to be interpreted true to the appropriate target market. Therefore, an analysis of the cultural determinants is absolutely essential, such as people's perspectives, motivations, perceptions, learning processes, and information about market limitations, government regulations and other cultural occurrences. By taking linguistic and cultural differences into account in the management of a brand, we are able to render the brand desirable for the target market without it losing its global orientation.

Our Service Modules:

- ▶ **International Brand Strategies | Brand Adaptation**
- ▶ **Naming Strategies | Naming Transcription**

Further Greenkern Services:

Brand Analytics

No inspiration without insight

Brand Strategy

Brands need a point of reference

Brand Experience

Brands must be rooted in reality

Brand Consulting & Brand Steering

Realisation is the bottom line

New Brand Territories

Brands need courageous strategies

Contact Links:

office@greenkern.com

www.greenkern.com

facebook.com/greenkern