



## E-Marketing Project, Branding Online and Experience Brands

By Luke Gipson

GRIN Verlag Mrz 2014, 2014. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Project Report from the year 2012 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 76.0%, University of Kent, language: English, abstract: Branding is a fundamental aspect to any business; its ability to influence and create loyalty is a vital tool which requires constant attention and extensive resources. In 2005 The Economist published a special report titled 'Consumer power - Crowned at Last' (Economist, 2005) which outlined the key transition of a power shift, from producer or provider to the consumer and customer. This is a common theme which shall be explored in order to understand how brands have adapted to this transition, but with a particular focus upon how brands have been applied online and digitally. In order to establish an in depth analysis of this subject area there will be a focus upon experience brands within the alcoholic beverage industry. Diageo Plc is the third largest alcoholic company in the world (Week, 2010); and will be the company that is the focus of this evaluation. Further emphasis will consider how brands...



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