

A Refined Bayer Target Brand Identity



Steckbrief

Aufgabenstellung

- Refining Bayer's target brand identity by analyzing country specific differences of driver perceptions and their relevance

Vorgehen

- Literature review
- Surveys in four different countries
- Competitor analysis

Setup

- Four Master's students working closely with Bayer, headquartered in Leverkusen

Ergebnisse

- Overview of country specific importance differences regarding Bayer's brand identity dimensions
- Explicit recommendations for a redefinition of Bayer's target brand identity