

Leveraging a Bundesliga brand: The case of 1899 Hoffenheim

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Abstract

This research involved examining the phenomenon of the German Bundesliga team 1899 Hoffenheim. Lagging in municipal grassroots leagues in the early 1990's, Hoffenheim has become a "highly recognised" Bundesliga brand in 2008, having reached the top of the league during the 2009 winter break. Based on qualitative research using primary as well as secondary data, different stages of the club's brand building processes were examined. The analysis demonstrates that the club has remarkably increased its brand equity over the last two years and has the potential to operate in an international environment.

References

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