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## International Communication Strategies of Volkswagen

By Jaqueline Hortlik

GRIN Publishing Feb 2015, 2015. Taschenbuch. Condition: Neu. Neuware - Seminar paper from the year 2014 in the subject Business economics - Business Management, Corporate Governance, grade: 1.3, University of Applied Sciences Essen, language: English, abstract: As the second largest automobile manufacture in the world, Volkswagen Group comprises twelve different brands from seven European countries e.g. Porsche, Audi, Seat, Lamborghini or MAN. Each brand operates as an independent entity on its specific market segment with its specific target audience. This paper analyses Volkswagen's (VW's) communication policy relating to the original brand Volkswagen. VW differentiates itself from other competitors not only by its products but also by its communication policy. While in the 1960s print media were primarily exercised for advertising campaigns caused by a tight budget, today VW uses a wide range of media e.g. magazines, social hubs or television ads. Thereby, VW's copy strategy is based on a Unique Selling Proposition (USP). An exceptional phenomenon of VW's automobiles is historically based: The VW-Beetle has become legend and the VW Golf has shaped a whole generation and both cars are popular all over the world. Thus, there has to be something VW used to separate itself from its competitors a...



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