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## NIVEA. What makes the Brand so successful

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By Tugba Seckin

GRIN Verlag. Paperback. Book Condition: New. Paperback. 24 pages. Dimensions: 8.0in. x 5.7in. x 0.1in. Essay from the year 2011 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: Distinction 87, University of Exeter (Business School), course: Msc International Management - Brand Communication, language: English, comment: This was one of the best essays out of everyone in the course. Distinction 87 - 1998 Words , abstract: The brand name NIVEA is familiar to many people from childhood onwards. However, not many people know the actual meaning of the name NIVEA. The name comes from the Latin adjective niveusNIVEAniveum meaning snow-white. NIVEA was invented in 1911 and celebrates its 100th Anniversary this year. In that time the original blue tin packaging of the cream has changed its appearance (Appendix 1), but the actual formulation has changed very little since its first launch. According to Interbrand (2011a) NIVEA is one of the top 100 best global brands with a brand value of 3, 734m. Additionally, in Readers Digest Trusted Brands annual consumer survey (2011) NIVEA has been voted the most trusted brand for the last five years in 15 out of 16 European countries (Appendix 2). With a brand awareness...



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