

Lilly Marlene Kunkel

Hamburg vs. Munich: Which City Brand Has the Edge?

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Bibliographic information published by the German National Library:

The German National Library lists this publication in the National Bibliography; detailed bibliographic data are available on the Internet at <http://dnb.dnb.de> .

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Imprint:

Copyright © 2008 GRIN Verlag
ISBN: 9783640485994

This book at GRIN:

<https://www.grin.com/document/140508>

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Hamburg vs. Munich:
Which City Brand Has the Edge?

Lilly Marlene Kunkel
International Tourism Management

University of Brighton
School of Service Management

Hand-in Date

22 April 2008

Abstract

The aim of this dissertation was to examine the development of Hamburg and Munich's destination branding strategies and whether German consumers can tell the difference between the two. The findings indicated that the overall recognition of Munich among the participants of this study was better than that of Hamburg. But it was also found that the recognition of Hamburg is based on more distinct recognition features than that of Munich, and therefore, it was concluded that it is more sustainable. Regarding the branding of Hamburg and Munich it was found that the Hamburg brand is built on the city's core values and already positive organic image, whereas the Munich brand was built mainly on artificial emotional values that contradict its rather negative organic image. In the direct comparison of the participants' images of the two cities, Hamburg's image was found to be far better. Together with the finding that the brand communication for Hamburg was more authentic and addressed its target groups more precisely than the brand communication for Munich, the above mentioned findings led to the conclusion that the overall branding strategy for Hamburg is more successful than that for Munich.

Acknowledgements

I would like to express my gratitude to the following people for their valuable help and support during the development process of this dissertation:

First and foremost, I would like to thank my parents and my sister for their consistent love and encouragement, and especially my mom for her great ideas during the phase of finding a research topic. I want to thank Diana Görlich and Verena Göttemann, my friends and flatmates who have lived through the process of writing a dissertation with me and understood to cheer me up when the times got rough. I thank all interview partners and participants of my focus groups. Without their contribution this project would not have been possible. Finally, my special thanks go to my dissertation supervisor, Dan Bennett, for providing me with valuable hints and structure throughout the last 6 months. Thanks to his positive attitude, patience and guidance I was able to successfully complete this dissertation!

It lasts to emphasize that any errors or omissions are my sole responsibility. I confirm that this dissertation is my own work and no part of it has been previously published elsewhere or submitted as part of any other module assessment.

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