

Agile Branding – Just a Buzzword or the Answer of Modern Brand Management to a Dynamic Environment?

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Abstract

In the age of ever-changing markets, companies are increasingly dependent on flexible and adaptable branding strategies. Although previous studies show that Agile Branding is necessary today to stay relevant in the market, this research area has hardly been explored yet. The aim of this study is to generate a better understanding of the concept of Agile Branding and to explore its potential to successfully manage brands in a dynamic environment. The investigation provides brand managers with a basis for decision-making when considering adopting an agile approach to their brand management. 28 qualitative semi-structured interviews with experts on Agile Branding and start-ups were conducted. Agile Branding is not just a buzzword, it is a necessity in today's brand management. The greatest opportunity lies in the rapid adaptation of the brand to changing market conditions and customer needs. The most significant challenge is seen in the complexity of the implementation.

Keywords – Agile Branding, Agility, Start-ups, Branding Process, Brand Evolvement.

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