



Analysis of Puma's current Marketing Communications Programme

Daniel Hischer

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Seminar paper from the year 2008 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: Distinction, University of Strathclyde, 32 entries in the bibliography, language: English, abstract: Today's sportswear has undergone a significant transformation from its functional past to an all-embracing concept belonging to modern culture, fashion and competitive sports. The term itself encompasses high functioning performance clothing, footwear and casual leisurewear. Predominantly, the term is understood to include high profile sporting brands such as Adidas, Nike, Reebok and Puma, but many smaller niche brands also fall in this category, such as New Balance Running or Calloway Golf. This essay offers an initial analysis of the wider sportswear industry, its make-up and current trends. Following this a deeper analysis of the integrated marketing communications of Puma is conducted.

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