

| le savoir vivant |



Photo: © Lisa Beller

Winner 1st edition 2018: Franziska Völckner, Prof. of Marketing,
University of Cologne | School of Management, Economics and Social Sciences

female career award HEC LAUSANNE (unil)

Ceremony & Conference: Thursday June 7, 2018, 6.30-7.30 PM
Extranef 110 | UNIL-Chamberonne

BRAND POSITIONING BASED ON BRAND IMAGE-COUNTRY IMAGE FIT

Lecture given by the laureate, Prof. Franziska Völckner, on why and how managers may exploit consumers' home country associations in their brand-building activities by adapting the brand's positioning to the country image the brand targets, thus capitalizing on local consumer culture.

Program & Registration: www.unil.ch/hec/fca

Launched in 2018 on the initiative of the Equal Opportunity Committee of HEC Lausanne, the Female Career Award honours twice a year an outstanding female academic career outside HEC.


UNIL | Université de Lausanne
HEC Lausanne