

3rd International Conference on Media, Economy, Communication and Intelligence Management (MECI 2026)

Article

Analysis of Rotkäppchensekt's Product Policy

Shan Liu^{1,*}

¹ College of International Education, Shandong Agricultural University, Shandong, China

* Correspondence: Shan Liu, College of International Education, Shandong Agricultural University, Shandong, China

Abstract: This seminar paper examines the contribution of communication policy to the commercial success of Rotkäppchen Sekt, one of Germany's most renowned and historically significant sparkling wine brands. The study begins by establishing the theoretical foundations of communication policy, encompassing its definitions, core tasks, strategic objectives, measurable effects, and the classification of communication instruments. It then analyses the current landscape of communication policy within the global sparkling wine industry, drawing on illustrative cases of internationally recognised brands such as Moët & Chandon and Veuve Clicquot. Building upon this contextual framework, the paper conducts an in-depth investigation of Rotkäppchen Sekt's communication policy. The brand, which underwent privatisation and restructuring following German reunification, has emerged as a dominant player in the German sparkling wine market. Its communication strategies encompass the deployment of iconic television commercials to strengthen brand awareness, the implementation of holiday promotions and loyalty programmes to drive sales and customer retention, the organisation of diverse cultural events, and the sponsorship of the Golden Hen Awards alongside social responsibility initiatives through charitable donations. The analysis demonstrates that Rotkäppchen Sekt's meticulously designed communication policy is instrumental in achieving high brand awareness and a leading brand image score in market surveys. The study also acknowledges limitations, including reliance on limited publicly available data and the restricted generalisability of findings to other markets. Finally, the paper proposes future research directions, including crisis communication strategies, the integration of digital technologies in communication, international marketing communication challenges, and the influence of alcohol advertising guidelines on the brand's communication policy.

Keywords: communication policy; brand image; sparkling wine; marketing strategy; brand awareness

Received: 24 April 2026

Revised: 15 June 2026

Accepted: 26 June 2026

Published: 02 July 2026



Copyright: © 2026 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

1. Introduction

1.1. Problem

Rotkäppchen is a well-established German sparkling wine brand with origins dating back to 1856 in Freyburg an der Unstrut. Over time, the brand has become widely associated with quality, tradition, and the broader cultural heritage of German sparkling wine production [1].

A consumer survey conducted in December 2020 involved 1,512 respondents aged 18 to 69, focusing on preferences, brand recognition, and perceptions of quality sparkling wines [2]. The study assessed brand familiarity, purchase intent, repurchase likelihood, and evaluated brand image across ten distinct attributes.

Within this evaluation framework, Rotkäppchen attained a composite score of 63.9 out of 100, ranking first among competing brands. This outcome reflects a brand awareness level of 89 per cent and a brand image score of 72 points. The brand achieved

top scores in value for money (74.1 points), trustworthiness (71 points), and perceived quality (70.2 points).

Rotkäppchen's market position has been significantly reinforced by its integrated communication policy. Strategic deployment of advertising, public relations, and marketing initiatives has strengthened brand visibility and deepened engagement with German sparkling wine culture [1]. These efforts have enabled precise targeting across heterogeneous consumer segments: traditional consumers within the established sparkling wine category, as well as younger demographics drawn to contemporary product variants and lifestyle-oriented offerings. Consequently, the brand has broadened its market footprint and successfully introduced new products and product lines.

This adaptive communication approach responds directly to shifting consumer expectations and evolving market dynamics. Accordingly, this paper examines the role of communication policy in shaping Rotkäppchen Sekt's market presence and evaluates the specific instruments comprising its communication strategy [3].

1.2. Objectives

This seminar paper examines the communication policy of Rotkäppchensekt, emphasizing its strategic significance. It clarifies the function of communication policy within the broader framework of corporate communication, outlines its critical role in organizational effectiveness, and analyzes its direct influence on the company's sales performance [4]. These interrelated aspects are systematically addressed throughout the paper.

1.3. Structure of the Work

The significance of communication policy was noted earlier. Accordingly, Chapter 2, following the introduction, provides a detailed examination of communication policy [5]. Chapter 3 outlines the methodological framework for analyzing communication policy and applies it to a representative case from the sector. Chapter 4 presents Rotkäppchensekt as a case study and critically evaluates its communication policy. The final chapter synthesizes key findings, identifies inherent limitations of the analysis, and suggests directions for future research.

2. Theoretical Foundations

2.1. Communications Policy

2.1.1. Definitions of Communication Policy

Communication policy encompasses the strategic planning and management of information exchange both within an organization and with external stakeholders, including intermediaries, distribution partners, customers, and internal employees. It serves to align stakeholder understanding and foster identification with organizational objectives and values [1].

As a core component of the marketing mix, communication policy is integrated into frameworks such as the traditional 4Ps—product, price, place, and promotion—and the 4Cs—commodity, cost, communication, and channel—within extended models like the 7Cs Compass Model, each addressing dimensions of product offering, pricing strategy, distribution design, and communication planning [6].

2.1.2. Communication Policy Tasks

The primary objective of communication policy is to inform the company's diverse stakeholder groups, foster two-way dialogue with them, and guide their perceptions and behaviors in alignment with strategic goals. A key aim is also to effectively present the company's offerings and establish distinctive positioning in stakeholders' minds. This function has grown increasingly vital, especially as objectively comparable quality levels among competitors continue to converge across many markets [5]. Under such conditions, communication policy instruments serve as a means to achieve psychological differentiation between the company's services or brands and those of competitors.

2.1.3. Objectives and Effects of Communication Policy

The primary objective of communication policy is to strategically position a product or service to enhance customer appeal and differentiation from competitors. Effective implementation of pre-established strategic goals determines the outcomes of communication policy [5]. Common objectives include topical positioning, emotional resonance, and informative clarity—illustrated, for instance, by integrated communication measures supporting a successful product launch.

Communication policy and communication science maintain a close, mutually reinforcing relationship. Communication science furnishes theoretical frameworks and empirical insights that inform the design and refinement of communication strategies. Consequently, communication science is examined as part of this analysis [7].

Communication science is an interdisciplinary academic field situated within the social sciences and humanities, dedicated to understanding human communication processes [6]. Research emphases differ across institutions: one prominent strand centers on media and mass communication—often termed journalism studies—which evolved from newspaper scholarship and incorporates perspectives from law, psychology, and economics; another emphasizes interpersonal and individual communication, drawing upon linguistics (particularly pragmatics), philosophy, semiotics, and sociology.

Communication policy has emerged as a distinct domain of scholarly inquiry and professional practice, recognized as a specialized subfield within communication studies. It addresses the aims and mechanisms underlying the organized coordination of communication activities and is conceptualized as a goal-oriented dimension.

2.2. Communication Strategy

A communication strategy constitutes a specialized component of broader communication policy, focusing on deliberate, goal-oriented decisions to realize defined communication objectives [1].

Within marketing, a communication strategy represents a sustained, integrated approach for delivering targeted messages to precisely identified audiences through diverse channels. It encompasses clearly articulated objectives, audience segmentation, competitive context assessment, message content development, channel selection, and actionable implementation planning [1]. Its primary purpose is to ensure consistent, efficient, and impactful dissemination of brand messaging—thereby enhancing brand recognition and fostering customer loyalty. Furthermore, it seeks to cultivate a unified and coherent organizational identity across both external publics and internal stakeholders by systematically evaluating all internal and external communication activities.

2.3. State of Research

Communication policy instruments encompass a range of tools, with mass media and exhibitions commonly regarded as innovative approaches [8].

2.4. Classical Instruments

2.4.1. Advertising

Advertising refers to the targeted influence of attitudes and behaviors through specialized media channels [9]. As a core component of the marketing communication strategy, it plays a prominent role due to its broad reach and high visibility. It constitutes one of the most conspicuous instruments within the marketing mix, leveraging mass communication platforms such as posters, television, newspapers, magazines, and radio. Its primary function is to convey information about the distinctive features of products or services to users.

2.4.2. Public Relations

This function targets the general public to establish and refine the organization's public image, thereby supporting the achievement of its strategic objectives. Activities may include distributing product samples and vouchers, issuing loyalty cards, managing media relations and corporate reputation, maintaining an active social media presence,

disseminating informational brochures, and engaging in community-oriented initiatives [10].

2.4.3. Sales Promotion

Sales promotion aims to boost product sales by providing customers with purchasing incentives, such as discounts, free samples, vouchers, and loyalty programs. It also encompasses sales staff training and performance-based incentives, including commissions and time-limited return policies.

2.5. Innovative Instruments

Sponsorship involves financial or material support provided by a sponsor to individuals, groups, organisations, or events, with clearly defined reciprocal benefits [11].

Direct communication through multimedia channels—including postal mail, electronic newsletters, and face-to-face sales presentations—represents one of the most effective means of engaging target audiences.

Event marketing leverages immersive, experiential engagement to evoke emotional resonance with products or services, thereby strengthening audience identification and brand affinity.

Product placement refers to the intentional integration of a product or service—either visually or verbally—within editorial content or non-advertising programme formats [8].

Trade fairs and exhibitions serve as industry-specific platforms for showcasing offerings; although resource-intensive, they enable direct customer interaction and media visibility.

2.6. Communication Policy in the Sparkling Wine Industry

Sekt is the term commonly used in Germany and Austria for quality sparkling wine, an alcoholic beverage containing carbon dioxide with an alcohol content of at least 10% by volume; the base wine and dosage must originate from the same designated growing region. Sekt falls under the broader category of sparkling wine. While all champagne qualifies as sparkling wine, only sparkling wine produced exclusively in the Champagne region of northern France may be labelled as champagne. Major categories of sparkling wine include champagne, Italian prosecco, Spanish cava, and Australian sparkling wine. This academic paper therefore includes analysis of communication strategies employed by producers in the Champagne region.

Many sparkling wine brands intensify their advertising efforts during seasonal peak periods, such as year-end celebrations and major festive occasions, deploying integrated campaigns across television, print media, and digital platforms. These campaigns consistently position the products as emblematic of shared joy and milestone moments. For instance, Moët & Chandon launched a seasonal campaign titled 'Now or Neverland', featuring luminous nocturnal settings and collective celebration scenes to reinforce associations between the brand and exceptional experiences. Visual opulence and evocative sound design serve to strengthen its premium positioning. Freixenet implemented a regionally tailored campaign titled 'Celebrations with Freixenet' in German-speaking markets, portraying convivial social occasions and highlighting its sparkling wines as integral elements of festive enjoyment. Martini executed a global initiative named 'Martini Sparkling Holidays', utilising vibrant, celebratory imagery to foreground its sparkling wine portfolio within contexts of communal festivity.

Collaboration with prominent cultural events and individuals constitutes a key component of public relations strategy. Research indicates that a substantial proportion of younger consumers report being influenced by recommendations from trusted public figures. Independent measurement tools indicate that branded content distributed through third-party profiles achieves significantly higher engagement rates and media value compared to content published directly by brand-owned channels. For example, Moët & Chandon's official Instagram posts generate an average engagement rate of 0.40% and an estimated media value of £5,700, whereas brand-related content posted by

affiliated public figures yields an engagement rate of 1.50% and a media value of £12.2 million.

Sales promotion forms a strategic element of integrated communication planning. Freixenet frequently introduces time-bound offers aligned with seasonal milestones, including curated gift sets—such as pairings of sparkling wine with complementary glassware—or targeted retail discounts designed to support gifting behaviour [12]. Moët & Chandon implements periodic limited-duration promotions, such as seasonal offerings, themed gifting initiatives, or bundled experiences—for example, pairing two glasses of sparkling wine with messages of connection. These initiatives are deployed across physical retail environments and e-commerce platforms to stimulate trial, broaden product adoption, and drive short-term sales performance.

Sponsorship functions as a high-impact component of marketing communications, enabling brands to enhance visibility, cultivate favourable perceptions, and foster emotional resonance with target audiences [13]. Several French sparkling wine producers regularly partner with internationally recognised cultural gatherings, including major film festivals. Such collaborations align the brand with globally attended artistic events and amplify reach across diverse demographic segments. Sponsorship of leading fashion industry events further reinforces associations with craftsmanship, elegance, and contemporary style. Veuve Clicquot has engaged in sponsorship partnerships with international sporting organisations, including participation in global cricket competitions. Sparkling wine producers also sponsor widely attended music and arts festivals, facilitating alignment with creative expression and appealing to younger, culturally engaged consumers.

Direct engagement through experiential and multimedia channels plays a vital role in communicating brand values, reinforcing product differentiation, and sustaining long-term customer relationships. Moët & Chandon routinely hosts exclusive, invitation-only events—including guided regional tours and private tasting sessions—designed to deepen consumer familiarity with production heritage and sensory characteristics. Examples include full-day itineraries departing from Paris featuring eight distinct tastings and a curated lunch; morning excursions originating in Épernay with six structured tastings; and day-long visits from Reims to two independent estates accompanied by lunch.

Event marketing leverages live experiences as strategic platforms for brand storytelling, product demonstration, and direct audience interaction. Veuve Clicquot organises annual polo-themed events in major metropolitan centres, drawing participants and spectators who engage with the brand through hospitality, sport, and tradition. Freixenet supports music and cultural festivals—including dedicated regional celebrations of cava—strengthening community ties among enthusiasts of live performance and cultural programming. In northern Germany, the brand offers seasonal tasting opportunities aligned with the commencement of the summer travel period [3].

Product placement represents a widely adopted tactic to embed brand presence within narrative media contexts. Moët & Chandon appears prominently in cinematic and televisual productions depicting formal celebrations or significant life events. Notable instances include appearances in internationally distributed films where consumption of the product underscores moments of achievement or social significance. Veuve Clicquot similarly features in screen narratives associated with refined lifestyles and ceremonial occasions, serving as visual shorthand for sophistication and occasion-specific consumption.

Trade fairs and industry exhibitions provide structured venues for product presentation, brand narrative delivery, and interpersonal dialogue with trade professionals and end consumers. These platforms serve dual purposes: supporting commercial objectives while simultaneously advancing brand equity and professional networking. Key international wine exhibitions—such as ProWein in Germany and Vinexpo in France—attract global stakeholders across the supply chain. Producers utilise these forums to showcase portfolios, initiate distribution partnerships, and gather market

intelligence. Similarly, comprehensive food and beverage expos—including Anuga in Germany and Vinitaly in Italy—feature dedicated zones for sparkling wines, drawing retailers, importers, media representatives, and informed consumers, thereby functioning as critical touchpoints for brand development and market expansion.

2.7. Interim Conclusion

The interim conclusion underscores the pivotal role of communication policy in brand development and market differentiation within the sparkling wine industry. Strategic participation in international trade fairs and exhibitions—such as ProWein and Vinexpo—enables companies to engage diverse stakeholders, reinforce brand positioning, and cultivate global business relationships. These platforms facilitate direct consumer interaction and serve as vital conduits for conveying core brand attributes, including heritage, craftsmanship, and premium quality. Concurrently, integrated use of advertising, sales promotion, public relations, and experiential marketing strengthens brand visibility, fosters consumer engagement, and sustains consistent brand identity across touchpoints. Digital communication strategies have become increasingly central, with leading producers investing significantly in social media platforms to disseminate brand narratives, interact dynamically with audiences, and resonate with younger, digitally native consumers. Such multifaceted approaches not only enhance brand recognition and emotional resonance but also drive purchase intent and long-term commercial performance. Effective communication policies thus function as a strategic lever—aligning internal capabilities with external market expectations—to secure competitive advantage in a dynamic and globally interconnected sector.

3. Analysis of the Communication Policy of the Rotkäppchensekt Company

3.1. Overview of Rotkäppchen Sparkling Wine

The history of Rotkäppchen began in 1856, when Carl Foerster founded a sparkling wine cellar in Freyburg an der Unstrut. Originally established as a winery, the Foerster family soon began producing sparkling wine using the traditional *méthode champenoise* [12]. Under the leadership of Carl Foerster's son, Otto Foerster, the company grew steadily over subsequent decades and became the leading sparkling wine producer in Germany. Product quality and innovation contributed significantly to its rising prominence. Following the mid-20th century geopolitical realignment and the establishment of the German Democratic Republic, the enterprise was integrated into the state-managed economic system. Within that framework, the brand continued operations while maintaining consistent product standards and retaining broad consumer recognition. Although Rotkäppchen held a dominant market position in that region, demand declined markedly following the opening of the Berlin Wall in 1989, placing the brand under considerable commercial pressure. In the period following German reunification in 1990, the company underwent privatisation and adapted to the evolving market environment. Under transitional oversight, it was restructured as Rotkäppchen Sektkellerei GmbH in June 1990. Despite challenging circumstances, strategic investments were made in modern production equipment and organisational capabilities to align with market-oriented practices. Performance improved rapidly: by 1992, annual sales reached 5.7 million bottles.

Since the 1990s, Rotkäppchen has steadily increased its market presence in Germany and is now among the most widely recognised and commercially successful sparkling wine brands in the country. Beyond domestic distribution, the brand maintains international reach through exports to numerous countries. Its development trajectory reflects sustained evolution, responsiveness to changing market dynamics, and continuity in core production values. Today, Rotkäppchen represents a key element of German sparkling wine tradition and achieves consistent performance across both national and global markets.

3.2. Communication Policy of the Rotkäppchensekt Company

Numerous examples of communication policy in the sparkling wine industry were examined in the third chapter; the following analysis focuses specifically on Rotkäppchen Sekt as a representative case.

Advertising constitutes a central pillar of the company's communication strategy. A series of television commercials for Rotkäppchen Sekt have been disseminated across digital platforms, including YouTube. Historical and recent campaigns—such as the 2023 'Ode to Joy' commercial, the 2017 'The Moment You Are' campaign, and the widely viewed 2001 advertisement featuring a red-dressed figure named Maria surprising her partner at a train station—have contributed to sustained brand visibility. This iconic imagery, coupled with consistent broadcast presence over nearly two decades, reinforced consumer recognition and association with celebration and quality. By the end of 2001, Rotkäppchen had become the top-selling sparkling wine brand in Germany. Historically, the company pioneered innovative outreach methods: as early as 1889, it deployed Germany's first dedicated 'sparkling wine carriage', a mobile branding platform that delivered products nationwide while enhancing public awareness through distinctive visual identity. In 1896, the firm commissioned an elaborately carved 120,000-litre cuvée barrel—constructed from 25 oak trees—which served both functional and promotional purposes, drawing widespread attention due to its scale and craftsmanship. Through repeated exposure across diverse advertising channels, the brand effectively reaches broad demographic segments, supporting customer acquisition and reinforcing perceptions of product diversity and excellence.

Seasonal and occasion-based promotional initiatives form another key component of the communication strategy. During festive periods and culturally significant dates—including year-end celebrations and romantic observances—Rotkäppchen Sekt offers bundled pricing and volume discounts. Complementing these short-term incentives, the company operates structured loyalty programmes enabling customers to accumulate points redeemable for experiential rewards: exclusive tasting sessions, customised bottle labelling, and invitations to brand-hosted events. Such mechanisms not only stimulate repeat purchase behaviour but also deepen emotional engagement and long-term brand affiliation.

Beyond transactional marketing, Rotkäppchen Sekt cultivates brand resonance through curated cultural programming. Annual offerings encompass classical orchestral performances, contemporary pop and rock concerts, dance productions, cabaret, and comedy shows—all hosted at venues such as the Rotkäppchen Erlebnisswelt. Notable examples include the touring 'Team Stößchen' series, the MDR Symphony Orchestra's 'Classique français' programme, the 'Let's Dance' atrium event, and seasonal public markets [1, 8]. These initiatives serve to reinforce relationships with existing patrons, attract new audiences, and consolidate the brand's positioning as a leading, experience-driven participant in the sparkling wine sector.

Rotkäppchen Sekt also engages in strategic sponsorship partnerships, including longstanding support for the Golden Hen award—a German media and public recognition initiative established in 1995 to honour contributions to entertainment culture. As a partner in 2021, the company contributed €25,000 to humanitarian aid organisations Aktion Deutschland hilft and Aktionsbündnis Katastrophenhilfe, with funds distributed equally between the two entities [13].

4. Summary

4.1. Summary of the Success Factors Behind Shenzhen's Development

This academic paper outlines the definition, core tasks, intended effects, strategic objectives, and principal instruments of communication policy, alongside foundational concepts from communication science and communication strategy. Rotkäppchen sparkling wine serves as an illustrative case study. The brand employs a diversified mix of communication channels—including television, social media, print media, and live events—to engage a broad audience and reinforce brand awareness. These efforts have

evolved into a key mechanism for cultivating and sustaining customer loyalty. Event-based initiatives—such as sponsorship of music festivals and cultural programmes—enhance experiential engagement and facilitate direct consumer interaction. Strategic product placement in television programming and digital content bolsters brand visibility and supports emotional resonance with audiences. Collaborations with entities like the Golden Hen initiative and contributions to humanitarian organisations reflect a commitment to social responsibility, thereby reinforcing public perception. Communication tools must be rigorously aligned with brand identity and calibrated to local market conditions, including competitive dynamics, consumer purchasing behaviour, media infrastructure, agency capabilities, regulatory frameworks—including advertising restrictions and rules governing comparative claims—and prevailing cultural norms. The brand's consistent use of the Little Red Riding Hood narrative as its central visual and conceptual motif fosters strong consumer identification and contributes significantly to its competitive positioning. Rotkäppchen is currently the highest-selling sparkling wine brand in Germany, a position attributable to its integrated communication approach. However, its market leadership remains predominantly confined to the German domestic market and does not extend to other regions.

4.2. Limitations of This Work

Identifying and discussing the limitations of a study is essential to clarify its scope and applicability. This analysis of Rotkäppchensekt's communication policy faces several constraints. First, publicly available information on the company's marketing and communication strategies may be limited or outdated, potentially affecting analytical depth and accuracy. Second, internal strategic decisions and operational data are likely confidential and therefore inaccessible, introducing potential gaps in the evidence base. Third, as Rotkäppchensekt operates primarily within the German market, findings derived from this single-case investigation may not be generalisable to other brands or international contexts. These factors collectively constrain the transferability and broader relevance of the conclusions.

4.3. Open Questions for Future Research

Future academic work on Rotkäppchensekt's communication policy presents several promising avenues for in-depth analysis and strategic refinement. First, the effectiveness of the company's crisis communication—particularly during product recalls or legal challenges—warrants systematic evaluation, with attention to mitigating reputational impact. Second, as digital technologies such as artificial intelligence and big data analytics increasingly inform organizational decision-making, further research could examine how Rotkäppchensekt integrates these tools to enhance personalization in marketing and support evidence-based communication planning. Third, expanding into international markets introduces multifaceted considerations; future studies may explore how the company navigates cultural adaptation, local consumer expectations, and jurisdictional requirements in its global communication efforts. Finally, evolving frameworks governing alcohol-related promotional activities present a dynamic external factor; investigating how shifts in regulatory expectations influence Rotkäppchensekt's communication policy—and how the organization adapts its strategies accordingly—offers valuable insight into resilience and compliance-oriented strategy development.

References

1. M. Kunlong, *Short Term Distributed Load Forecasting Method Based on Big Data*. Changsha: Hunan University, 2014.
2. N. Amjady, "Short-term hourly load forecasting using time-series modeling with peak load estimation capability," *IEEE Transactions on Power Systems*, vol. 16, no. 3, pp. 498–505, 2001.
3. B. B. Hawabhay, R. Abratt, and M. Peters, "The role of corporate communications in developing a corporate brand image and reputation in Mauritius," *Corporate Reputation Review*, vol. 12, no. 1, pp. 3–20, 2009.
4. J. Wang, "The power and limits of branding in national image communication in global society," *The Journal of International Communication*, vol. 14, no. 2, pp. 9–24, 2008.

5. A. Kavoura, "A conceptual communication model for nation branding in the Greek framework: implications for strategic advertising policy," *Procedia - Social and Behavioral Sciences*, vol. 148, pp. 32–39, 2014.
6. E. Martinez and L. De Chernatony, "The effect of brand extension strategies upon brand image," *Journal of Consumer Marketing*, vol. 21, no. 1, pp. 39–50, 2004.
7. M. Á. Navarro-Bailón, "Strategic consistent messages in cross-tool campaigns: effects on brand image and brand attitude," *Journal of Marketing Communications*, vol. 18, no. 3, pp. 189–202, 2012.
8. B. Garner, "Using digital communications to manage the farmers' market brand image," *Journal of Research in Marketing and Entrepreneurship*, vol. 24, no. 2, pp. 420–439, 2023.
9. W. Cui and K. Kim, "Research on optimizing the brand communication effect of urban image IP design based on fuzzy hierarchical analysis method," *Journal of Combinatorial Mathematics and Combinatorial Computing*, vol. 127, pp. 5557–5576, 2025.
10. R. Chinomona, "Brand communication, brand image and brand trust as antecedents of brand loyalty in Gauteng Province of South Africa," *African Journal of Economic and Management Studies*, vol. 7, no. 1, pp. 124–139, 2016.
11. A. Blombäck and C. Scandeliuss, "Corporate heritage in CSR communication: a means to responsible brand image?," *Corporate Communications: An International Journal*, vol. 18, no. 3, pp. 362–382, 2013.
12. R. Bravo, T. Montaner, and J. M. Pina, "Corporate brand image of financial institutions: a consumer approach," *Journal of Product & Brand Management*, vol. 21, no. 4, pp. 232–245, 2012.
13. M. Gómez-Rico, A. Molina-Collado, M. L. Santos-Vijande, M. V. Molina-Collado, and B. Imhoff, "The role of novel instruments of brand communication and brand image in building consumers' brand preference and intention to visit wineries," *Current Psychology*, vol. 42, no. 15, pp. 12711–12727, 2023.

Disclaimer/Publisher's Note: The statements, opinions and data contained in all publications are solely those of the individual author(s) and contributor(s) and not of Publisher and/or the editor(s). Publisher and/or the editor(s) disclaim responsibility for any injury to people or property resulting from any ideas, methods, instructions or products referred to in the content.