



Excellence is our Passion

Henkel AG & Co. KGaA, 40191 Düsseldorf, Deutschland

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Ihre Nachricht /

Your message

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### Certificate of Participation

Mrs Eva Muhr,

has successfully participated in the practice project „Innovation in new fields of application for Loctite brand “ in cooperation with Henkel KGaA. This project was related to the course “International Product Development” within the scope of the Brand Academy Master Degree 2016 in International Brand Management.

During a period of three months, students worked in groups of two, with the aim of developing innovative products for Loctite brand core target group, which implied new fields of usage of glue. The focus of this project was split into three main objectives:

1. Consumer insight: Identification of relevant insights for our target group
2. Ideation: Development of innovative product ideas and selection
3. Conception: Development of the product concept and the full marketing mix for the selected idea

Deliverable of this project was a presentation of each student team in front of Henkel’s Global Marketing Management. The great dedication and motivation of the students was essential for the success of this project. The results were picked up afterwards by the Marketing Management and were further evaluated in depth.

Susanne Cornelius  
Corporate Vice President  
International Marketing Adhesives  
for Consumers & Craftsmen

Dr. Patricia Castejon  
Global Steering Unit Lead  
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