

Unilever (Hr) Die Geschichte der Markenmacher – 75 Jahre Unilever in Deutschland. Hoffmann & Camper, Hamburg, 2005

-Die Geschichte der Markenmacher

75 Jahre Unilever

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Drei Familien haben in 75 Jahren ein weltumfassendes Firmengeflecht aufgebaut. Rama, Lätta, Sunil, Langnese, Knorr, Pfanni und viele andere Waren und Produkte gehören inzwischen zum Alltag von Millionen Menschen. Eine Erfolgsgeschichte, wie es sie nur wenige gibt, und eine spannende Lesegeschichte aus der Welt der Wirtschaft.

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 75 Jahre Unilever in ...](#)

Rama, Lätta, Sunil, Langnese, Pfanni, Knorr und Domestos – das alles sind Produkte, die in fast jedem Supermarkt in den Regalen zu finden sind.

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Bücher am 24.01.2006

Die Geschichte der Markenmacher – 75 Jahre Unilever in Deutschland

Dienstag, 24. Januar 2006, 13:50 Uhr



Vom Butter- und Seifenhandel zum Weltkonzern

Rama, Lätta, Sunil, Langnese, Pfanni, Knorr und Domestos – das alles sind Produkte, die in fast jedem Supermarkt in den Regalen zu finden sind. Für Millionen Menschen gehören sie zum Alltag. Was aber viele nicht wissen: Hinter all diesen Namen steht nur ein einziger Konzern: Unilever.

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Information

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Welche Höhen und Tiefen es in der Konzerngeschichte gegeben hat, das kann man jetzt in einem neuen Buch nachlesen, das bei Hoffmann und Campe erschienen ist. Aber das Buch bietet noch viel mehr: Einen Einblick nämlich in die Geschichte der deutschen Markenprodukte.

Beim Durchblättern werden Erinnerungen wach. „Dürfen wir sie einladen. Zu einem guten Abendessen. Bitte, nehmen sie Platz. Es ist alles da. Wurst, Käse, Brot. Oh Moment. Etwas fehlt da noch. Etwas sehr Gutes, das unbedingt dazugehört. Und das sie alle noch in bester Erinnerung haben. Von früher her.“ Margarine nämlich. „Rama nicht wahr. Rama macht das Frühstück gut. Rama.“

Und damit die Erfolgsgeschichte von Unilever angefangen. 1866 hat ein französischer Lebensmittelchemiker für Kaiser Napoleon III einen Butter-Ersatzstoff entwickelt. Viele Menschen in Frankreich waren damals arm. Sie mussten hungern. Und auch in der Armee gab es Ernährungsprobleme. Deshalb hat Kaiser Napoleon III einen Wettbewerb ausgeschrieben, einen Butter-Ersatz zu entwickeln zur Ausrottung der Armut. Ein paar Jahre später, 1888, gründeten dann die Butterhändler Jurgens und Van den Bergh die ersten Margarinefabriken auf deutschem Boden.

Und dann gab es im 19. Jahrhundert noch die Familie Lever in Großbritannien, die mit Seife handelte. Seife, ein ganz alltägliches Produkt, würden wir heute vielleicht sagen. Aber damals bedeutete das für viele Arbeiter in den in den Hütten und Kohlegruben mehr, denn sie wuschen sich damit die Maloche von der Haut. Weil der Import von Seifen mit hohen Zöllen belegt war, investierte die Familie Lever auch in deutsche Produktionsstätten.

1929 verschmolzen beide Konzerne – Aus dem Seifen- und aus dem Margarineunternehmen wurde Unilever. Zum damaligen Zeitpunkt war das ein ungewöhnliches Unterfangen. Denn einen

Zusammenschluss von zwei großen Konzernen hatte die Welt bis dato noch nicht gesehen. Heute ist Unilever ein Weltkonzern, der unter anderem Rama, Sunil, Langneseeis und den Sanitärreiniger Domestos herstellt. All diese Produkte sind Markenartikel. Trendforscher Matthias Horx hat das einmal so beschrieben: „Die Idee, die hinter einer Marke steht, als Emotion in sich tief zu spüren, das ist glaube ich ein sehr natürlicher Prozess.“ Und das ist einer der Gründe, weshalb viele Menschen immer wieder die gleichen Produkte kaufen.

Die „Geschichte der Markenmacher“ heißt deshalb auch der Titel des Buches, das jetzt bei Hoffmann und Campe erschienen ist. Es ist die Firmengeschichte von Unilever. Es ist aber auch die Geschichte vieler unser Markenprodukte. Das Buch ist prächtig illustriert, mit vielen Werbeanzeigen aus den vergangenen 75 Jahren. Es ist spannend zu lesen. Und – es werden Erinnerungen wach.

With a heritage spanning over 50 years, Unilever Health Institute has a worldwide reputation for scientific excellence in health and nutrition.

Unilever Health Institute is our centre of excellence in nutrition, health and vitality. With its world-class scientific expertise and knowledge of consumer health and nutrition issues, the Institute helps create new nutrition-based foods and provides evidence to support our brands’ nutritional-health claims.

Part of our Foods Research Centre in The Netherlands, Unilever Health Institute is fully integrated into the business - its scientists and nutritionists working closely with colleagues in brand and product development teams around the world.

The Institute has regional centres in Asia, Africa and Latin America that support innovation in developing and emerging markets and are a vital interface with local scientists and research institutes. By providing insights into local consumers’ dietary needs, preferences and food-related tastes and traditions, these centres play a key role in product development.

The Institute also runs our Nutrition & Health Academy which provides marketers, nutritionists, product developers and scientists with training and courses on nutrition, health and related PR and communication issues.

The total ‘nutrition community’ in Unilever comprises around 200 people, including the Institute’s multi-disciplined staff, its regional centres and our network of nutrition professionals based in brand teams and operating companies.

The Institute keeps them all up to date with the latest research, best-practice thinking and Unilever policies regarding nutrition and health-related issues.

Key Facts

According to the European Journal of Clinical Nutrition, the most frequently cited papers published between 1996 and 2000 are Unilever Health Institute publications.

Each year the Institute:

- publishes 20-25 original papers in peer-reviewed magazines
- delivers 60–80 external presentations
- files 5–10 patents
- is involved in 30–40 key innovation projects on a global scale
- organises annual international symposia on topical health and nutrition issues

Experts in nutrition, committed to consumer choice

Our approach to health and nutrition is informed not only by our world-class scientific expertise but also by our insight into the tastes, lifestyles and preferences of consumers.

We are first and foremost a Foods business, so we’ve developed a unique understanding of people’s feelings towards food and keep abreast of how their attitudes evolve with changing social and economic influences. Only by developing these consumer insights can we create the new products that consumers want.

With such a broad portfolio, from salad dressings to ice creams, pasta sauces to Slim.Fast shakes, we’re able to provide healthy options that people enjoy at any time of day, on any occasion – a main meal, snack, food on-the-go or an indulgent treat.

Our goal is to ensure consumers always have access to foods they find pleasurable, that fit into their lifestyles and that still contribute to a balanced healthy diet. As we say in our Vision, we aim to ‘empower people to enjoy food, health and life’.

Keeping abreast of consumers attitudes

We constantly monitor changing trends in diet and lifestyle and this information informs our product development. These issues currently include:

- In Western Europe up to 60% of people say that they will not compromise on either taste or convenience for health benefits in food
- In Latin America and India, 'family health' is frequently the motivation for choosing healthy food
- Only one third of US families eat together every evening
- In Europe in 2002, 'eating on the go' represented 15 percent of all eating occasions
- The snacking market is growing fast in the Western World and in Asia
- In the UK the amount of time spent cooking meals has fallen from an average of 60 minutes in 1980 to 13 minutes in 2002.
- Consumers are taking less and less exercise and more than 2 million deaths each year are attributable to physical inactivity
- Portion sizes are increasing, particularly in fast-foods and soft drinks
- Obesity is fast becoming a problem in developing and emerging countries, where the problem is exacerbated by under-nutrition in large sections of the population
- The market for 'healthy' food is growing by more than 10 percent a year

As well as developing foods that help Western consumers address their health issues, we have many initiatives underway in developing and emerging markets. We are fortifying basic foods to provide additional nutrients: for example [Annapurna salt with added iodine](#), sold in Africa and India; Maizena porridge in Colombia; and Rama margarine fortified with vitamins in South Africa.

Symposium

A focus of global thinking on the big health issues

Now in its fifth year, the Unilever Health Institute Symposium brings together health professionals from around the world for presentations and discussions on topical health issues.

The most recent symposium was held in April 2004 in Vlaardingen, The Netherlands, and had the theme: 'The healthy choice the easy choice'. The aim of this symposium was to:

- Explain Unilever's ambition, commitment and capabilities in Health and Vitality
- Identify barriers and triggers to move from nutrition science to consumer action
- Bring together key stakeholders and influencers
- Develop mutual understanding and agree common approaches.

Attendees numbered about 350 and included chairman Antony Burgmans, Foods Director Patrick Cescau, Foods research senior vice-president Ed Veltkamp, and representatives from UNICEF, the World Health Organisation (WHO) and the academic world, as well as many senior marketers from Unilever Foods.

Reflecting Unilever's new corporate focus on Vitality, participants discussed:

- the increasing rates of obesity and other chronic diseases related to current habits in eating and physical activity around the globe
- the need to translate nutrition science into real benefits for consumers to bring about sustainable behaviour change
- the importance of partnerships between health bodies and the food industry

The symposium was widely covered by the international media.

Quotes from presentations

Antony Burgmans, Chairman Unilever

"Many people would like us to constrain our advertising. But we can take our advertising and marketing budgets and use them as a force for change, challenging our marketers and ad agencies to produce campaigns that help persuade consumers to move over to a healthier lifestyle."

Dr. Derek Yach, Representative of the Director General of the World Health Organisation

"We want to see sustained joint initiatives with the food industry. It is only in the past year that WHO has had any formal links with the chief executives of the major food firms. There is much we can achieve together, particularly in the marketing of individual products and also in the development of new products. Many Unilever products offer an opportunity to broadcast a message supporting healthier lifestyles."

Rudolph Deutekom, UNICEF's Private Sector Division:

"UNICEF and the UN recognize that the challenges confronting children today require the support and resources of

all sectors of society and that the corporate sector must be considered as part of the solution to the issues of international development and children's rights...The partnership approach we have developed in Ghana, the launch of double fortified salt in West Africa and the iron fortified maize project in Kenya are just the start of ways in which we hope to extend our collaboration with Unilever in pursuit of the UN's millennium goals and, in particular, the specific goal of reducing infant mortality."

Jan Weststrate, Director Unilever R&D Vlaardingen

"Unilever, as one of the largest global food companies with experts on food technology, consumer understanding and marketing, is obviously one key player in influencing people's health and vitality."

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[Extracts from the 2004 symposium including slides from the presentations are available here.](#)

Past symposia

The Unilever Health Institute symposium series has run since 1999.

1999

Cardiovascular health

Dietary measures can help achieve a substantial reduction in both the incidence of cardiovascular disease and mortality rates. A better understanding of the interactions between diets or pharmacological treatments and genetic profiles will make it possible to identify, on an individual basis, people's susceptibility to disease, and to advise them on the most appropriate preventive or therapeutic measures to be taken.

2001

Child health and nutrition

Generally, the health and nutrition status of a child is the result of a combination of factors: a healthy family diet, physical activity, a healthy environment and economic transition. Experience gained in developing and industrialised countries has shown that nutrition intervention through food fortification is efficacious and safe.

2002

Weight management

We are beginning to understand the enormity of the obesity epidemic. Diet, exercise and behavioural modification remain the cornerstones of successful treatment. Emphasis should be placed on prevention, especially in children. To tackle obesity, public health organisations and the food industry will have to join forces. Existing food products such as reduced-fat products or meal replacement products offer proven benefits for weight control.

2003

Well-being and performance

Well-being is a complex phenomenon that requires further scientific exploration, substantiation and quantification. It extends well beyond the absence of disease; it's how people view and approach life. Both physical and mental performance is important for consumers. Food regulation to control the claimed benefits and the supportive scientific evidence is still under development.

http://www.unilever.com/environmentsociety/health_nutrition/symposium/

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... VP Unilever insight) - The end result we want - How we seek insight - Some examples

Trends & the consumer quest for Vitality (**Gerda Feunekes** - Consumer Insight ...

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