

Amerta Indah Otsuka PT in Health and Wellness (Indonesia)

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Abstracts

After a challenging outcome for its 2015 product launch of the Ionessence variant of its popular sports drink, Pocari Sweat, rather than implementing further product launches, Amerta Indah Otsuka is likely to pursue a strategy of aggressive marketing of its products in retail stores such as hypermarkets, as well as advertising on TV and social media.

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