

Apart Sp zoo in Retailing (Poland)

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Date: August 2015

Pages: 4

Price: US\$ 572.00 (Single User License)

ID: AE9FB3AAB5EEN

Abstracts

Apart Sp zoo will continue concentrating mainly on its media presence, which drives higher brand awareness. The company is expected to continue promoting its products by advertising in the press and on television, as well as by product placement in Polish television shows and films. Apart once again funded the main prize worth PLN300,000 for the winner of the seventh edition of the television show 'Got Talent'. It is expected that in the future the company's strategy will remain focused on...

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