

Beiersdorf SA in Beauty and Personal Care (Spain)

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Abstracts

In a very mature market, Beiersdorf has chosen innovation as the main strategy to follow to compete with the rocketing performance of private label in Spain. The company has begun to renew the image of its main lines using the image of its icon product, Nivea cream in a blue tin, as the unifying image of all of its lines. The company will also support the performance of its Nivea for Men line with the sponsorship of the Spanish football team Real Madrid from 2013.

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