

Boost Drinks Ltd in Soft Drinks (United Kingdom)

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Abstracts

Boost Drinks Ltd has focused on aggressive marketing and social media campaigning since 2008. Given its rise in share between 2008 and 2012, this appears to have been a successful strategy. In addition, its move to utilise the marketing operator Propaganda UK, alongside intense marketing activity, has also supported strong sales growth, as the Boost Energy Drink brand is increasingly in the public eye in the UK. The brand's packaging was subject to a makeover in March 2012 and the company...

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