

Colgate-Palmolive de México SA de CV in Beauty and Personal Care (Mexico)

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Abstracts

Colgate-Palmolive de México's strategy is to increase its consumer engagement through marketing campaigns, which include traditional mass media, social media and in-store activities. The company is also focused on building strong relationships with dentists and veterinarians, in order to gain endorsement of its oral care and pet care products, respectively. Continuous product innovation, as a result of the knowledge of its consumers is also another strategic priority for Colgate-Palmolive de Méx...

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