

Diageo Australia Ltd in Alcoholic Drinks (Australia)

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Abstracts

Diageo Australia continues to focus on catering for a variety of consumer drinking occasions and driving premiumisation within spirits. As part of this, the company has moved towards a category-centric structure, disbanding its brand teams and centring its marketing on the occasions when consumers are choosing to drink and their motivations. As Australia is a developed market, the company recognises that disposable incomes are greater and premiumisation is a significant trend. Accordingly, local...

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