

# Ganir Ltd in Health and Wellness (Israel)

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### **Abstracts**

Ganir launched a major advertising campaign in 2015, with a series of TV advertisements featuring the 'juice academy', which was accompanied by advertising activity on social media networks. The humorous campaign aims to emphasise the company's expertise in juice production, as a response to the entry of more companies into the category over the last few years of the review period.

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