

Grupo Munreco SL in Personal Accessories (Spain)

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Date: July 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: G28FF9A0C66EN

Abstracts

The company will continue to focus its efforts on promoting and supporting its Viceroy brand. During the first decade of the century the company promoted the brand through sport sponsorship campaigns and by hiring Formula 1 driver Fernando Alonso. The company is now working on building a new image closer to the day-to-day consumer. This was the main theme of its advertising slogan “Viceroy is what I am”.

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