

Herbalife International de Espana SA in Consumer Health (Spain)

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Abstracts

Herbalife International de Espana continues to bet on sports sponsorship to popularise its brands and boost sales; a strategy which was particularly effective in recent years. It also aims to continue to expand its sales force in order to reach new consumers. In order to reach a wider audience, the company continues with the strategy of sponsoring sports clubs. First was the Gran Canaria basketball team, and from 2014 onwards, Herbalife sponsored a padel team. This will increase its visibility...

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