

# Herbapol Lublin SA in Soft Drinks (Poland)

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Date: April 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: H518060E552EN

## Abstracts

Herbapol Lublin SA's main aim is to refresh its image by combining the company's tradition with business modernity. In 2013, the company implemented a new strategy under the slogan "The most important values ??remain unchanged". The idea of a new marketing strategy was to show the Herbapol brand as awakening warm emotions associated with good lasting values. With its refreshed image, the company tends to attract a generation of younger consumers as well.

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