

Look Optics Co Ltd in Eyewear (South Korea)

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Abstracts

In order to increase its brand recognition, Look Optics Co Ltd is showing effort in a diverse marketing strategy. Within this, most likely to drive consumers' attention is its sponsorship of South Korean baseball team, Doosan Bears. After successful sponsorship of the 2016 baseball season, the retailer decided to renew the contract for one more year. Doosan Bears won the Korean Baseball Series in 2016 which led to maximum, positive trade press exposure of the sponsoring companies including Look...

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