

Mega Lifesciences Pty Ltd in Consumer Health (Thailand)

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Abstracts

One of the key strategic goals of Mega Lifesciences Pty Ltd is to establish and strengthen strong bonds and relationships between the company, its brand and its target consumer audience. This has been labelled its “Connect-to-the-brand” concept and it is likely to be conducted mainly through marketing activities and online social media campaigns. The campaign of “Happy and Healthy Family Trip” is likely to be held annually, encouraging consumers to follow company news and updates and to join the...

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