

Mimiworld Co Ltd in Toys and Games (South Korea)

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Abstracts

Mimiworld is one of the long-running traditional toys and games manufacturers in South Korea. The company celebrated its 30th birthday in 2012. The company held a special event, selling Mimi dolls at the prices for which they were sold 30 years ago. Along with the event, the company emphasised that the parents who used to play with Mimi dolls can now give the same childhood memory to their children by buying them a Mimi doll. Like this, the company is trying to build the brand image as a...

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