

Molino Chacabuco SA in Pet Care (Argentina)

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Abstracts

At the end of 2011, the company relaunched its line of pet food to reposition its brands and avoid losing sales. To publicise this move, the company hired the famous Argentinian singer Soledad Pastorutti to front the brand image. During 2012, it conducted major TV advertising campaigns, and in 2013, it is expected that the company will continue to invest in advertising due to rising competition.

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