

Nestlé France SA in Packaged Food (France)

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Date: November 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: N643747AB9EEN

Abstracts

As in the past, the main focus of Nestlé France over the forecast period is expected to be to continue creating and supporting shared value through advertising, image and innovation. This is what has always paid off in the past owing to creative and original star endorsement (eg Georges Clooney and Jean Dujardin in Nespresso advertising, although this product is not included in packaged food) and high levels of innovation and massive media advertising for brands such as Herta. However, in spite...

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