

# Oriental Brewery Co Ltd in Alcoholic Drinks (South Korea)

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## Abstracts

After actively launching new products between 2014 and 2015, Oriental Brewery slowed down its launches of new beers. Instead, it focused on renewing the Cass brand to appeal to modern consumers who were health-conscious and paying attention to their wellbeing. The company renewed the brand identity of Cass Light and changed its packaging design for the first time since the brand was launched in 2010. Cass Fresh changed its brand identity to associate with active and young lifestyles in 2016. The...

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