

OrotonGroup Ltd in Personal Accessories (Australia)

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Abstracts

OrotonGroup's strategy has taken a new direction due to soft trading conditions and a drop in its net profit. The company is looking to engage with a younger audience through new marketing campaigns having dropped Australian actress Rose Byrne in favour of younger influencers that come at a lower cost. Furthermore, OrotonGroup will focus on its social media strategy and draw in new customers with limited edition collections, new styles and an enhanced store concept.

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