

Palmers Textil AG in Apparel (Austria)

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Abstracts

Palmers Textil AG aims to increase turnover with higher sales volumes through existing outlets. It builds on its main promotional method, its distinct billboard advertisements creating important brand recognition and loyalty. The company claims 100% brand recognition in Austria. It further follows the latest trends in women's underwear, creating high-quality and in-demand products. It further engages in social media marketing to reach the main female target group.

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