

Planet Oho GmbH in Soft Drinks (Switzerland)

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Abstracts

The new company plans to offer independent retailers an energy drink which competes on price with the major private label brands such as Valora's OK and Migros' M-Budget energy. The company also has a unique marketing strategy. Historically, energy drinks have marketing campaigns, which involve extreme sport activities. OHO has gone in a totally different direction, marketing towards a more artsy and cultural group.

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