

# Tesco-Globál Áruházak Zrt in Apparel and Footwear (Hungary)

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## Abstracts

Similar to Deichmann, H&M and Lidl, Tesco invested in airing TV advertisements for its private label F&F apparel and footwear line in Hungary in 2015. The company's advertisements were renewed from time to time, promoting its new collections for each season.

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