

Unilever Jerónimo Martins Lda in Home Care (Portugal)

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Abstracts

Unilever Jerónimo Martins is the leading player in home care in Portugal. The actual focus of the company in terms of strategy relates to continuous sustainable innovation and a positive social impact, together with the digital transformation of its business. With this target in mind the company works with Google and IPG Media Brands with three main objectives: efficiency of communication channels, organisation of digital transformation and brand innovation through use of social media such as Yo...

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