

Advertising Campaign of Americana Food Company Kuwait

<https://marketpublishers.com/r/A958B07EA890EN.html>

Date: July 2022

Pages: 11

Price: US\$ 24.00 (Single User License)

ID: A958B07EA890EN

Abstracts

Americana Food Company is a food corporation in the Middle East and operates successfully in the Kuwait. It deals in restaurants, food business, fast food and consumer products and it has various branches as KFC, Pizza Hut, TGIF's, Krispy Kreme and Hardee's. It started its business operations in the 1970 and started its story of glory and success in the Kuwait. Americana Food Company Kuwait is famous for its marketing campaigns and now they hire us for a campaign of introducing a new product range that is diet food products for the company (Americana, 2016). In this report we will include the marketing campaign for the Americana Food Company Kuwait in details through three main sections of the report. The first section of the report includes the information about campaign details and it will also include sub sections of the report as idea description, audience and appeal. The second section of the report will include the information about Client's business description and the final section of the report includes the execution of the media activities. (Continued...) Wordcount of report: 2000words

Contents

Introduction
Idea Description of Market Campaign
Big Idea
Target Audience
Appeal
Client's Business Description
Background Information
SWOT analysis
Target Audience and Positioning
Execution of Media Plan
Media Activities
Slogans
Ads
References

I would like to order

Product name: Advertising Campaign of Americana Food Company Kuwait

Product link: <https://marketpublishers.com/r/A958B07EA890EN.html>

Price: US\$ 24.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A958B07EA890EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970