

Advertising Campaign of Americana Food Company

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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. Cont... (2000 words of this Report)

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