

# Cadbury Kuwait, Integrated Marketing Campaign

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## Abstracts

Marketing mission of the campaign outlines the intended outcomes (Content Marketing, 2012). The main aim of integrated marketing campaign for Cadbury Kuwait is to attract and retain maximum consumers by coherent and consistent marketing campaign in which all mediums convey the same message. The aim is to attain 10% more market share in 1 year of establishment of campaign and increase sales by 15% by the end of next year. The aim is to position the echolocate as the favorite edible to celebrate all kinds of happiness instead of the traditional Kuwaiti Sweets. The major aim of integrated marketing campaign is to use various kinds of marketing media and as a result creating a persuading and consistent marketing message that focuses on the target market with the intention to attain financial benefits as well as consumer retention. Cont... (1750 words of this report)

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