

# Carrefour Advertising Campaign Report

<https://marketpublishers.com/r/C848E75D5BAEN.html>

Date: January 2017

Pages: 10

Price: US\$ 30.00 (Single User License)

ID: C848E75D5BAEN

## Abstracts

Carrefour is a retail store that offer grocery and house hold items at economic costs, the retail segment is growing at the rate of 6.7% and people gave good per capita income yet the decline in oil prices has caused the serious cut on nations' deficit. This has caused the trend of consumers to use more economic consumer goods. By keeping in view this the need of people to acquire every day consumables at low costs "Carrefour" has decided to develop a marketing campaign focused on price conscious middle class segment of Kuwait. Cont... (1200 words of this Report)

## Contents

Preparation  
Introduction  
Target market  
SWOT Analysis  
Big Idea  
Impact of Goals  
Slogan:  
Style:  
Initial Market Research  
Market Niche  
Economic factors  
Media used by audience  
Strategy and tactics  
Output goals  
Execution  
Launch ceremony  
Social media  
Mobile App  
Newspaper and Pamphlets  
Media Mix  
Timeline  
Evaluation

## I would like to order

Product name: Carrefour Advertising Campaign Report

Product link: <https://marketpublishers.com/r/C848E75D5BAEN.html>

Price: US\$ 30.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C848E75D5BAEN.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