

Marketing Campaign For Barilla - Kerstin Weyler

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The assignment will deal with the foundation of a campaign for a new product line of Barilla, an Italian company which produces several pasta, sauces, bread and bakery products and distributes them all over the world. The product line 'Essere Sapore Salute' was introduced in 1995 in Italy and was one of the major reasons for the financial success of this year. The author visited the archives of Barilla in their headquarters of Parma (Via Barilla 3- Parma) on Friday the 21st April. Even if the responsible Mr. Gianfranco Gonizzi could give some technical information about the products, the researches for detailed figures about the German market were made by the author himself. Mr. Gonizzi mentioned that Barilla had the intention of introducing the product line 'Essere' in the German market. The author considered it an interesting task to precede the company's intentions and to have the possibility in the future to control whether the suggestions and ideas were transformed into action. Even if more complicated and 'time-consuming', the author found this task more appealing than analysing the campaign of 'Essere' in Italy. [...]Author: Weyler, Kerstin Publisher: GRIN Verlag Illustration: N Language: ENG Title: Marketing Campaign for Barilla Pages: 00020 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638371018 Category: Social Science : Media Studies

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