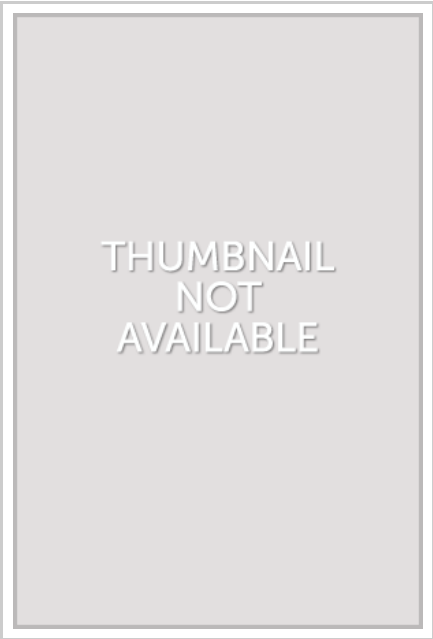


DOWNLOAD PDF

Integrated Communication Plan - for the UK Mobile Phone Market

By F. Ajasafe

GRIN Verlag Mai 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x4 mm. This item is printed on demand - Print on Demand Neuware - Document from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A (83 percent), University of Teesside, course: Integrated Marketing Communication, 32 entries in the bibliography, language: English, abstract: This report outlines a new IMC strategy for the Siemens Mobile brand, which, despite being a well recognised brand, has yet to make a strong impact within the 16-24 year old age group. It also contains an in depth analysis of the target market, and as well as a breakdown of the current position and image of Siemens Mobile. The target market for this segment has many unique attributes, which make it unusual, but one which is potential very profitable. The 16-24 year old group is very fashionable, sociable, and concerned with social acceptance, but at the same time wishing to display a degree of individualism . Siemens mobile is currently has an image of a focused, efficient, technologically advanced company with a reputation for quality engineering. They are currently positioned towards the older business class clients, who value...

READ ONLINE
[1.25 MB]

Reviews

These sorts of pdf is the greatest pdf available. It really is writter in simple words and never difficult to understand. I am just very easily could get a delight of studying a written ebook.

-- ***Mr. Allen Cassin***

Unquestionably, this is actually the very best job by any article writer. I have read and that i am certain that i am going to planning to go through once again once more in the foreseeable future. I realized this publication from my i and dad advised this pdf to find out.

-- ***Rusty Hamill Sr.***