

Nestlé launches \$24.6M Nescafé marketing campaign in Thailand

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The campaign consists of three television commercials and a music video for Nescafé Blend & Brew, Nescafé Red Cup and Nescafé Ready-To-Drink, as well as digital communications, out-of-home media and in-store activities.

According to Vladislav Andreev, business executive officer, coffee and creamer business unit at Nestlé (Thai), "For 45 years, Nescafé has created varieties of coffee for every taste and occasion, becoming a familiar household name with a range of products that Thai coffee lovers enjoy like Nescafé Blend & Brew, Nescafé Red Cup and Nescafé Ready-To-Drink, all while being an integral part of new connection, friendship, and relationship people are making every day as they are enjoying indulgent, and pleasurable coffee experience."