

Arnd Pickhardt Lidl UK - Marketing

Escrito por Lidl: Google Noticias
Lunes, 30 de Noviembre de 2015 00:13 -

MarketingArnd Pickhardt Lidl UKMarketingA new entry to our Power 100, German-born Pickhardt has been busy repositioning the Lidl brand as more British, while challenging perceptions of its range and quality. Last September, he led a transformational £20m marketing campaign focusing on the ...

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