



“Our brands wouldn’t be household names without the power of television.”

IAN ALWILL, EXECUTIVE DIRECTOR, GROUP MARKETING, NESTLÉ AUSTRALIA.

Nestlé is a global food and beverage company that cares a lot about the quality of its products and the trust consumers place in them. With over 6,000 brands and 10,000 products it’s important they use reliable and cost-effective methods of communicating with their consumers. That’s why television continues to play a major role in their marketing mix. For more information visit www.thinktv.com.au

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