



'Hard Earned': the not so hidden message of 'Bowtime'

Samantha Brough

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Essay aus dem Jahr 2009 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, University of Birmingham, Sprache: Deutsch, Abstract: This essay is a textual analysis targeting the ways in which the brand Strongbow appeals to a specific target audience in its 2009 'Hard Earned' advertising campaign.

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