

The background of the slide features a textured, aged parchment-like surface. A vertical green band is on the left, and a vertical red band is on the right. In the center, the Mexican coat of arms is depicted: an eagle with brown and gold feathers stands on a green cactus, clutching a green snake with yellow markings in its beak. The scene is surrounded by green leaves and small orange flowers. The text "Global marketing" is overlaid on the upper part of the coat of arms.

Global marketing

Theatre performance

Sorokin Roman
Panteleev Edvard

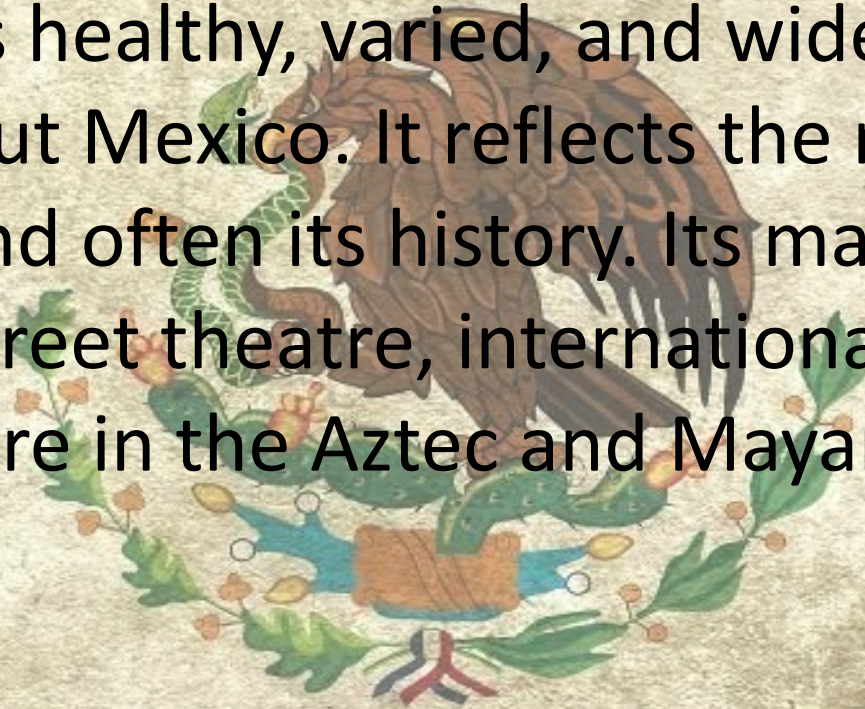
Country information

- More than 45 percent of the people in Mexico live in cities of over 50,000 inhabitants
- Most Mexican villagers follow the older way of life



Theatre today

- Theatre is healthy, varied, and widespread throughout Mexico. It reflects the national culture and often its history. Its many forms include street theatre, international theatre, and theatre in the Aztec and Mayan languages



Market

- National Theatre Company of Mexico was established in 1977
- 2B theatre company



Corporate identity

- Objective: The preservation of Mexico's heritage in general, Mexican theater in particular and the promotion of new plays



Positioning strategy

- Specific Demographic
- Low-Price Strategy
- Distribution

