

The image features the Mexican coat of arms, which depicts an eagle perched on a cactus, consuming a snake. The scene is surrounded by a wreath of green leaves and orange flowers. The background is divided into three vertical bands: green on the left, a textured beige in the center, and red on the right.

Global marketing

Theatre performance

Sorokin Roman  
Panteleev Edvard

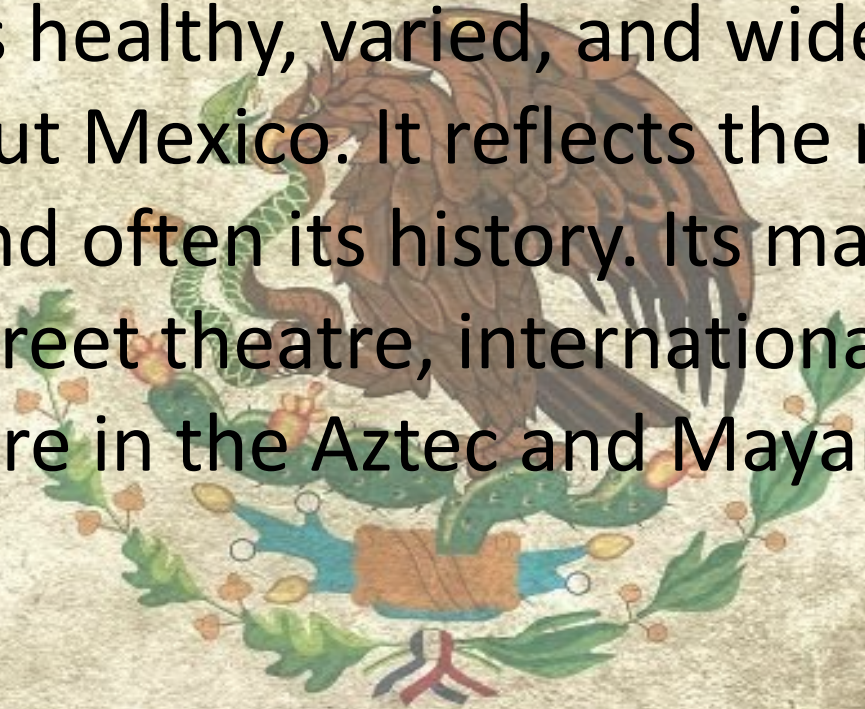
# Country information

- 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

