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1 中信/三联 | 日本人喜欢的本土酒类市场

Eschewing expensive television commercials while **tapping** avenues popular with younger consumers has helped keep marketing costs down.

放弃昂贵的电视广告，转而利用年轻消费者喜欢的渠道，有助于降低营销成本。

tap /tæp/ v. 利用，开发，发掘

to make use of a source of energy, knowledge, etc. that already exists

= We need to tap the expertise of the people we already have. 我们需要利用我们现有人员的专业知识。

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