

MediaCom builds global Hasbro partnership

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Hasbro has consolidated its global media buying and planning business, including North America, with MediaCom

Having already worked with the world's largest toymaker, whose products include My Little Pony, Monopoly and Nerf, in China and Latin America, MediaCom will now be tasked with driving efficiencies and ensuring that Hasbro's marketers have access to the very best tools and resources worldwide.

"I'm delighted that we've been able to deepen our relationship with such an iconic brand. The relationships that we forged in China and LatAm have been critical to this win, demonstrating that MediaCom's people really do make a difference. It's a vindication of our "People First, Better Results" philosophy," said Stephen Allan, MediaCom's Worldwide

Chairman and CEO.