

MEDIACOM

NEWS

MediaCom expands Groupe PSA relationship across Asia

G R O U P

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MediaCom has extended its global relationship with Groupe PSA, winning new business in three key Asian markets

The network has been named as the media agency for Groupe PSA's Citroen in India, with a brief to establish the brand as a key player following its launch in the market last year.

In Korea it has been named as the media agency for PSA's exclusive local reseller Hanbul Motors, with effect from the start of the year.

In China it has extended its relationship with DF PSA, the company's joint venture, to include digital media for the first time in addition to the traditional media it has handled since 2018.

MediaCom was first appointed to Groupe PSA's media business in July 2017.

"We are delighted to deepen our partnership with Groupe PSA and its key partners in these critical Asian markets. Our work for their brands around the world is demonstrating the value that MediaCom talent, tools and systems can add to the business and enabling us to build that relationship still further. We look forward to helping PSA thrive around the world in 2020," said Nick Lawson, Global COO at MediaCom.