

MediaCom retains global Shell business

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MediaCom has been re-appointed as the global media planning and buying partner for Shell following a wide-ranging review of the company's agency partners.

The agency, who were first appointed to the business in 1995, will continue to work with Shell Retail, Shell Brand, and Shell Global Commercial (Lubricants) across 40 markets worldwide.

MediaCom will work alongside Doremus, Edelman, Geometry, H+K Strategies, Mirum, VCCP, VCCP Retail and Wunderman who will also take on the task at the start of September as well as JWT, which continues to lead the company's master brand communications.

The goal of the changes is to create a new communications approach with partners who

share the company's business ambitions and focus efforts much more on a digital-first approach and earned media.

Commenting on the media review, Chris Hayek, Global Head of Media at Shell, said "The selection of MediaCom reflects Shell's ongoing efforts to modernize our marketing model and integrate communications across disciplines. This builds on our long-term partnership with MediaCom and sets industry-leading standards for audience planning and accountability of media-buying practices. MediaCom shares our ambition to continually improve the way we use media. Together, we will improve the effectiveness of Shell's media spend across the globe."

"We're delighted to continue our relationship with Shell, which has continually evolved since we first started working for the company in 1995. We're proud of our track record of producing award winning work for Shell and share the company's goal of driving constant improvement in media insight, strategy and execution," said Alastair Bannerman, Global Account Director, Shell.

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