

The background of the header is a photograph of several bags of Genius Foods bagels. One bag in the foreground is blue and white, labeled '4 PLAIN BAGELS'. Another bag to the right is green and white. The text is overlaid on this image.

Genius appoints MediaCom Edinburgh to handle its media planning & buying

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NICOLA CLARK - MARKETING COORDINATOR 19 JUN 2018

The UK's market-leading Gluten Free lifestyle brand Genius Foods LTD has selected MediaCom Edinburgh to handle its media planning and buying business, following a recent competitive pitch.

Alison Atkinson, Head of Marketing at Genius Foods said “We’re delighted to be working with Mediacom Edinburgh who have demonstrated to us a very thorough understanding of our objectives throughout the pitch process. As a major global media agency, Genius benefits from the buying power and expertise that Mediacom brings. However, we also have the advantage of the local Edinburgh Mediacom team – feeling supported on a day-to-day basis.”

Gordon Eldrett, Board Director at MediaCom Edinburgh said “We are thrilled to have been

appointed by Genius, it is such a fantastic brand and working with the team at Genius throughout the pitch process was a genuine pleasure and we are looking forward to helping them grow the brand even further.”

MediaCom Edinburgh will now be responsible for planning and buying all their UK media.

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