



MEDIACOM

NEWS

MediaCom recaptures Boots UK media after WPP's Walgreens win

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21 APR 2017

Boots has appointed MediaCom as its UK media planning and buying agency. As part of Team W, MediaCom UK will be responsible for helping Boots drive its retail presence in the UK and the Republic of Ireland.

The appointment follows the decision by US parent company Walgreens Boots Alliance to move all of its global communications to WPP agencies to further strengthen integration. As part of Team W – a bespoke WPP team covering traditional and digital advertising, media investment management, promotion & relationship marketing, public affairs, media relations and communications, MediaCom UK will be responsible for helping Boots continue to drive its brand and retail presence in the UK and ROI.

Hub office locations for 'Team W' have been set up in Chicago, London and New York to support Walgreens Boots Alliance and businesses including Walgreens, Boots and Alliance

Healthcare businesses.

Elizabeth Fagan, Managing Director Boots UK & ROI comments: “We’re pleased to confirm that, as part of the new Walgreens Boots Alliance partnership with WPP, Boots UK will begin working with MediaCom as media agency. I would like to personally thank the team at OMD, our incumbent agency, with whom myself, and Boots have had a strong collaborative partnership over the past ten years, and we look forward to a similarly strong relationship with MediaCom in the future.”

Josh Kricheski, CEO, MediaCom UK concludes: “We are really excited to be working with Boots in this new integrated model. Boots is one of the UK’s most iconic and well-loved brands with a fantastic heritage and a fascinating portfolio. So we are thrilled to be working with them and we look forward to helping take their communications to the next level.”

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