

The MediaCom logo is a red rectangle with the word "MEDIACOM" in white, uppercase, sans-serif font.The Direct Line Group logo features the words "Direct Line" in a large, bold, dark blue sans-serif font, with "Group" in a smaller, bold, dark blue sans-serif font below it. To the left of the text is a stylized graphic of a ribbon forming a circle, with segments in blue, red, yellow, and green.

NEWS

MediaCom retain Direct Line Group's media business

ADVERTISING CLIENTS NEW BUSINESS

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21 JAN 2019

After a six month pitch process, we are delighted to share that Direct Line Group have reappointed MediaCom as their media planning and buying agency. The £50m renewed partnership will begin imminently, with MediaCom working across all DLG brands including Direct Line, [Direct Line for Business](#), Churchill and Green Flag.

DLG offers a wide range of general insurance products to consumers, also providing insurance services for third parties through its partnerships division, Direct Line Group Partnerships.

Raluca Efford, Head of Digital Marketing at Direct Line Group said “Throughout this review we challenged ourselves and our long-standing agency, MediaCom to develop a future-ready, progressive partnership which will help our business grow in the long term. What really impressed us was MediaCom’s commitment to transparency coupled with the

passion they have for our business in pursuit of commercial performance. We have total confidence that together we can achieve great results and ensure we continue winning, now and into the future.”

Going forward, focus will be placed on championing the aforesaid media transparency and putting the partnership at the forefront of new industry working practices. MediaCom will be working across each DLG brand’s individual requirements, building on real-world data as well as tech capability and delivery to enhance DLG’s position in the insurance market.

Josh Krichefski, CEO of MediaCom UK, added “We’re thrilled that Direct Line Group has chosen to renew its partnership with MediaCom UK as its media agency. As one of the biggest names in insurance and beyond, it’s a great opportunity to create and deliver some of the most exciting content across all the DLG brands in an ever-changing industry. We’re proud of what we’ve already achieved over our long-term relationship with DLG and can’t wait to deliver even bigger and better results.”

On behalf of all at MediaCom, we are extremely pleased to be continuing our relationship with Direct Line Group and would like to extend a special thanks to all involved in the review process.

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