

A photograph of two people, a man and a woman, smiling. The man is on the left, wearing a dark patterned shirt. The woman is on the right, wearing glasses and a dark top. The background is a patterned wall.

# Tesco appoints MediaCom to lead planning and buying account

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MediaCom has been appointed by Tesco to run their media planning and buying account after a pitch involving their incumbent, Initiative and Publicis Groupe media agency ZenithOptimedia. Initiative had previously held the account for 20 years.

The appointment will cover media planning and buying across all Tesco brands including Tesco Mobile and Tesco Bank.

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