
Mars consolidates global media planning and buying into MediaCom

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Mars, Incorporated, the global pet care, confectionery and food business, and one of the world's biggest advertisers has appointed MediaCom to handle its media planning and buying duties across most of the company's portfolio.

The result follows a competitive pitch against Omnicom, led by Hearts and Science, and Publicis, led by Starcom.

MediaCom had previously managed media planning globally for the client and buying in over 20 markets, including Mexico, Canada, Australia, and the Netherlands.

The entire global business – which is worth £1.4bn globally, according to data from Recma – will now be consolidated into MediaCom, including buying for the US and China. To deliver on the assignment, MediaCom will work as part of GroupM, a GroupM solution, tapping into the resources of GroupM and WPP agencies to deliver outstanding results for Mars.

This decision connects to the larger transformation Mars has been driving with its marketing and media agenda – looking to build competitive advantage through insights, investment, and innovation. With an ever-changing marketing and retail landscape, Mars have been putting an increased focus on driving value from fast approaches to data, new creative and content models, and ways to incubate innovation.

“This partnership will be a crucial accelerator in our ambition to be quicker, bolder and even more innovative when it comes to meeting our consumer needs. It brings thought leadership and actionable use of data and insights to meet our media needs,” said Andrew Clarke, Chief Marketing and Customer Officer at Mars.

“It was impressive to see some of the fresh, challenging approaches from all three of the agencies. It’s helped evolve our thinking throughout the pitch and inspired us to be even bolder in our ambition. GroupM created a custom operating model for us which enables us to put data at the heart of our decision making, drive speed at a global, local and campaign level, and use our resources efficiently,” said Rob Rakowitz, Global Media Director at Mars.

“Building on our existing remit, and extending our 25-year relationship, we, along with our GroupM colleagues, will now be managing all of Mars’ media buying, as well as their data & analytics,” said Stephen Allan, Worldwide Chairman & CEO of MediaCom. “This confirms our place as the trusted media partner to one of the world’s most prestigious advertisers.”

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