

# FIA Formula E championship appoints MediaCom as agency of record

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The FIA Formula E Championship has named MediaCom, one of the world's leading media communications specialists and a member of WPP, as its Agency of Record for its inaugural season.

Two specialty businesses within MediaCom will work alongside Formula E to deliver meaningful, synergistic brand partnerships ahead of the 2014 season, which will see fully-electric Formula cars race on 10 street circuits worldwide including London, Beijing, Rio de Janeiro, Los Angeles and the latest city to be revealed, Bangkok.

MediaCom Sport, the agency behind major commercial partnerships including legendary footballer Pelé, will ensure that the Formula E Championship becomes a 'go-to partner' for global brands. Its goal is to enable clients, interested in leveraging this unique link between sport and sustainability, to make this an integral part of their marketing communications.

Meanwhile, MediaCom Beyond Advertising, will provide advice to major brands whilst ensuring they're able to maximise the value of this unique global property via activation and content strategies.

"MediaCom is honoured to be part of the world's first all-electric racing championship," said Marcus John, Global Head of Sport at MediaCom Sport. "We are excited to begin working with Championship promoter Formula E Holdings and briefing global brands about how they can partner this ground-breaking sport, which is transforming the future of transportation. Formula E offers the perfect platform for companies to demonstrate their commitment to sustainability in an authentic way."

Alejandro Agag, CEO of Championship promoter Formula E Holdings, added: "We're delighted to welcome MediaCom onboard and to help us connect with global brands that share the same commitment to innovative technology and sustainability as we do. With MediaCom being one of the world's leading

media communications specialists, we're confident their expertise is going to help ensure the FIA Formula E Championship is a great success and enjoyed by motorsport fans worldwide."

For further information please visit </en/what-we-do/our-specialist-services/mediacom-sport/formula-e.aspx>

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