

# Mars - Wrigley awards media mandate to MediaCom

[AWARDS](#) [MEDIA](#) [INDIA](#)

04 FEB 2013 2 min read

**MediaCom has won the media mandate for Mars India from RK Swamy BBDO's Media Direction following a multi agency pitch.**

MediaCom has won the media mandate for Mars India from RK Swamy BBDO's Media Direction following a multi agency pitch. The other participants in the pitch, apart from the incumbent and MediaCom were MEC and Starcom. This was a consolidation pitch and includes Mars Chocolates and Pet Foods and Wrigley. MediaCom currently handles the Wrigley business out of its Delhi office. Mars Chocolates will be handled out of Delhi while Pet Foods will be managed out of MediaCom's Bangalore office.

Mr Natarajan MV, General Manager (Chocolates Division), Mars India says "Mediacom's approach to media was consistent with Mars key media beliefs. We are keen on partnering with Mediacom as we are convinced their strengths in analytics and planning will add immense value to all the three business units of Mars."

Comments Debraj Tripathy, Managing Director, MediaCom India on the win, "Mars is a very special win for us.. MediaCom handles the Mars/ Wrigley business across 18 other countries in the world and we are looking forward to using learnings and insights from across these markets to help grow their business in India. They have very exciting brands and the team at MediaCom is all set to do some path breaking work on them".

The pitch was led by Niti Kumar, National Director Insights, MediaCom India

MediaCom India is one of the most awarded media agencies in India. They won the Grand Emvie in 2011 for the world's first "Talking Newspaper", an innovation that they did for Volkswagen. MediaCom swept the Digital display category at the Emvies 2012 winning all three medals in the category.

MediaCom manages other blue chip businesses like Procter and Gamble, Volkswagen, Skoda, Audi, Dell, Shell, Piaggio, Edelweiss and makemytrip.com among others.

[AWARDS](#)   [MEDIA](#)   [INDIA](#)