

MediaCom retains UniCredit Global account

NEW BUSINESS

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The business was awarded after a six-month review and the agency beat ZenithOptimedia at the final stage.

MediaCom will now continue to work with UniCredit in 15 markets, delivering both strategic and buying services.

"On behalf of the Group, I want to thank all the agencies which took part with great enthusiasm and professionalism, dedicating time and resources to face such a demanding and challenging process" Paolo Maggi, Head of Strategic Media Planning UniCredit, commented.

Attilio Redivo, MediaCom Italia CEO and Global Account Director for UniCredit, said: "I'm glad that, after seven years of trustful cooperation and after a thorough process involving all the major players among international media agencies, we have been able to be confirmed by UniCredit Group as their partner media agency. Our commitment is to support the company in the continuously changing media environment helping them to seize the communication opportunities that will help UniCredit to grow their business globally."

Nick Lawson, MediaCom EMEA CEO, adds: "Retaining a major account such as UniCredit is a vote of confidence both in the service that we have already given but also a recognition that we have continued to develop our services and skills for the future. MediaCom prides itself on the long and deep relationships we've built with key clients and this new contract will take us to a decade of working alongside UniCredit, a remarkable feat."

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