

# MediaCom takes key role in Team GSK

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## Agency to work on GSK's media account in more than 30 new markets from January 2014

MediaCom is to take a key role in the new Team GSK, which will provide media services for GlaxoSmithKline in markets outside the US, Canada, Puerto Rico and West Africa.

The appointment of a unified GroupM Team GSK, follows the conclusion a global review by GSK of their future 'media fit for purpose' structure and approach, and will involve MediaCom staffers working on the company's media account in 30 plus new markets from January 2014.

Across GroupM as a whole the account has been retained in existing markets in Europe, APAC and LatAM and expanded to cover approximately 60

markets, with additional assignments in EMEA and LatAm.

Global Category Planning will be split between Omnicom and GroupM, with GroupM taking responsibility for all brands run out of Singapore.

"This is fantastic news for both GroupM and MediaCom and proves the value of working hand in hand with our colleagues at Mindshare, Maxus and MEC," said Stephen Allan, Global Chairman and CEO at MediaCom. "It's been a lot of work to secure this account and the challenge now is to ensure we deliver on our promises. We are excited about driving this relationship forward."

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