

MediaCom Vietnam wins Coca-Cola media business

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02 AUG 2013 2 min read

Coca-Cola has appointed MediaCom to its media planning and buying business in Vietnam.

MediaCom beat incumbent Starcom as well as Carat VMC to win the business. MediaCom will now take on the Vietnam planning and buying, Analytics and Digital for all Coca-Cola brands.

This win further extends the strong relationship between MediaCom and Coca-Cola after MediaCom were named agency of record in Singapore and Malaysia during 2011 and in 2012 won the media business in Indonesia and Myanmar.

Group IMC Manager Ms. Pham Nha Uyen, Coca-Cola Vietnam said: "Vietnam is one of the key focus markets for The Coca-Cola Company. In MediaCom, we have found a strong partner who understands our business and will help drive growth and create leadership for our brands. We are very excited about working with Mediacom now and in the future".

Divya Guruj, head of South East Asia, MediaCom said: "Our relationship with Coke is very young in this region but the more we work with the Coca-Cola teams the more we realise how fun and fabulous they are! We are extremely excited to now be partnering with them in Vietnam - a market with immense potential and opportunity".

MediaCom will take on Coca-Cola in Vietnam with immediate effect.

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