

MediaCom wins global Siemens business

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Business won after competitive review

MediaCom has been named global media agency of record for Siemens Corporation, the world's leading engineering company and largest provider of environmental technologies.

MediaCom's appointment represents the first time the worldwide technology company has consolidated the strategic media planning and buying for all its branding, products, solutions and services communications with a single agency.

In addition to delivering the benefits of such consolidation, the agency will also work closely with Siemens headquarters in Munich, Germany, to identify and implement new digital strategies.

"After standing for technological excellence and innovation for over 160 years, Siemens' vision of providing answers to global challenges is more timely than ever," said Stephen Allan, Worldwide Chairman and CEO. "We are proud to be Siemens' partner and are fully committed to ensuring its communications have the greatest, most far-reaching impact possible."

MediaCom won the account following a competitive review. The account will be led by MediaCom's international team based in Dusseldorf, Germany.

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