

# MediaCom Wins the Media Pitch for Mars in Latin America

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**The WPP agency consolidates 100% of the media business for Mars in the region.**

MediaCom have won the consolidated media buying assignment across Latam following a five-way pitch process which included Havas Media, StarCom, Initiative and OMD. The incumbent agency on the business was Havas Media.

This appointment follows the decision made by Mars, back in January 2015, to consolidate all of their media planning with MediaCom globally and means that the agency will now manage all media activity across the Latam region.

Fernando Silva, CEO for MediaCom Latin America, said of the win “We are delighted with the decision that MARS has taken in trusting MediaCom to manage all its media activity. We firmly believe that a large part of this decision was made as a result of the hard work and commitment the agency has already invested in its planning activity. MARS is an extremely important advertiser, with a very strong strategic culture and vision, and we feel very proud to have their confidence in developing a journey together towards the growth of all their brands in Latin America”.

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