

Unilever renews Time Warner tie-up

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ROTTERDAM, THE NETHERLANDS: Unilever has extended its deal with Time Warner for product promotion across multiple global platforms.



The three-year deal, reported to be worth around US\$300 million (about R2.8 billion), extends an existing relationship that dates back to 2007. It will see Unilever's products promoted across Time Warner's global brands including television and internet platforms. The digital element will see a number of Unilever brands advertise on *Time* magazine's iPad app.

Exact details on which brands will feature on Time Warner's platforms have yet to emerge but the previous arrangement saw the creation of a 'content series' for Caress soaps and an online campaign for the Knorr food brand.

Keith Weed, Unilever chief marketing officer, said: "The variety of top-quality communications platforms that Time Warner offers give us the ability to engage our consumers with innovative brand content that is most relevant to them."

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