

IdeateLabs wins 360° marketing mandate for Planet Marathi

Independent full-service agency IdeateLabs has won the 360 degree marketing mandate for Planet Marathi OTT in a multi-agency pitch. The company will be responsible for the launch of India's first Marathi OTT channel and will manage the brand's end-to-end marketing efforts, including creative communications, content marketing, media strategy, planning and buying.

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