

Nestlé nests with Mediavest

After tender process which began several months ago, Mediavest, of the Starcom Mediavest Group, has been appointed strategic media partner by FMCG giant Nestlé. The announcement was made today, Monday, 7 September 2009.



Gordon Patterson, Starcom MediaVest Group MD, comments, "From a group point of view the Nestlé business marks a significant victory. We're excited by the challenge; it's an exceptional opportunity for Mediavest.

"We were up against leading agencies including MediaCompete and Universal McCann, amongst others, and we're thrilled that we came out tops. The win solidifies our philosophy of being big because we're good, not good because we're big."

The local appointment of Nestlé was secured with support from ZenithOptimedia London. Nestlé joins Mediavest's local blue chip portfolio alongside group accounts, Avon and the recently acquired Emirates and Renault Megan 3 campaign.

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