

## P&G looks within for 2019/2020 media model

In line with its efforts to improve its profit margins by cutting costs, American multinational Procter & Gamble (P&G) has decided to look within for its 2019/2020 media model. Instead of a formal review process, P&G has embarked on internal bids among three parties - media shops Hearts & Science and Carat and P&G's own in-house team - each bidding against one another on parts of seven separate categories of the North American P&G business.

P&G's decision to handle more of its own media work is in keeping with last year's decision to adopt "more efficient ways of production" on its campaigns. The latest numbers from Kantar Media indicates that P&G's spent \$2.75bn on paid media in the US in 2017 and just over \$2bn from January to September of last year.

For more on this, go to [AdWeek](#).

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