

WPP's GroupM network wins \$1.4bn Mars global media business

After a large-scale review earlier this year, Mars has consolidated all of its media planning and buying duties with WPP's GroupM network.



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According to [Adweek](https://www.adweek.com) MediaCom will retain the business and serve as global media agency of record. The new arrangement goes into effect on 1 January 2019.



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Mars, whose products include Pedigree, Whiskas, Skittles and Snickers, previously worked with several agency networks including Publicis Groupe's Starcom, which ran most of the local media buying operations around the world, and Omnicom's OMD, which oversaw buying in a few smaller markets.

Crucial accelerator

Mars global media director Rob Rakowitz says GroupM created a custom operating model for them which enables them to put data at the heart of our decision making, drive speed at a global, local and campaign level, and use our resources efficiently.

Chief marketing and customer officer for Mars, Andrew Clarke says, “This partnership will be a crucial accelerator in our ambition to be quicker, bolder and even more innovative when it comes to meeting our consumer needs.”

Read the original article [here](#).

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