

## Publicis handed \$32m Pharmavite account

According to *Adweek*, Publicis New York has been appointed as agency of record for Pharmavite's Nature Made vitamins brand following a review last November. The advertising agency will be tasked with the development of a fully integrated brand campaign spanning creative across media platforms, e-commerce and social media, as well as data analytics and measurement.

Pharmavite plans to refresh Nature Made's brand with updated packaging rolling out in April. The group's CMO, Rhonda Hoffman, said that the partnership with Publicis will enable Nature Made to evolve its storytelling by leveraging consumer insights in a more impactful way.

Read the full article [here](#).

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