

MediaCom named global media agency for Coca-Cola Company

WPP has been named The Coca-Cola Company's global marketing network partner following one of the largest pitches in 2021. The partnership will span more than 200 markets around the world.

The company put together experts across creative, media and data as part of a bespoke team, called OpenX, to win the global task. The team has now been given a brief for the transformation of Coca-Cola's marketing effectiveness and efficiency. It is expected to begin working on 1 January 2022. MediaCom will be OpenX's global media agency, covering all markets except Korea and Japan.

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