



Mindshare Cements Position as Unilever's Largest Agency Partner in Global Media Review

New York, London, Singapore, Shanghai, 9th September 2021: Mindshare, the media agency network that is part of WPP, has cemented its position as Unilever's largest global media agency partner following the conclusion of its global media review.

The pitch, encompassing all integrated services, sought agency partners across territories globally.

Unilever recently launched its *Get On The Frontline* strategy - a belief that business does not start at the top line or the bottom line, but on the front lines of society and that brands have a significant role to play in tackling many of the issues facing the planet and society.

Mindshare also recently launched its new market proposition '[Good Growth](#)', a belief that in the Platform Age of global digital platforms that we live consumers have more power than ever and so you must both deliver them value, but also align to their values if you want to drive 'Good Growth'.

Speaking about the decision, Luis Di Como, EVP Global Media, said: "The rapid digitisation of consumer lives – accelerated even further by the Covid pandemic – has driven the convergence of media, commerce, entertainment and shopping, offering exciting opportunities for our brands. In this context, it's great to be continuing our journey with existing and new partners, many of whom have worked with us collaboratively over many years."

Adam Gerhart, Global CEO Mindshare, said: "We're elated to continue our strategic partnership with Unilever as their lead agency, and believe that the cultural synergies between Unilever's GOTFL and our own vision to accelerate Good Growth for clients, underscores the strength of the partnership across all levels."

Unilever Markets Held by Mindshare / WPP:

USA
China [WPP]
UK & Ireland
India & South Asia
Indonesia, Philippines, Thailand, Vietnam & SE Asia
Netherlands & Belgium
Italy
Sweden & Nordics
Poland & Eastern Europe