

MediaCom extends global partnership with Volkswagen Group

MediaCom Worldwide has extended its sixteen year relationship with the Volkswagen Group for a further three years. The appointment signifies the next stage in a partnership that started in 1998 in Germany and now covers more than thirty countries across the globe.

Under the terms of the partnership, MediaCom will continue to provide strategic media insight and planning and buying services for all Volkswagen Group brands including VW, Audi, SEAT, Skoda and VW commercial vehicles. The agency also adds the commercial vehicle brand MAN to its global task for the first time, as well as all VW Group brands in Poland.

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