

Samsung Electronics Appoints WPP Team of Companies to Provide Global Brand Marketing Services
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Samsung Electronics has appointed WPP agencies to provide ongoing support for Samsung's core global brand marketing programs in strategic markets around the world. This new appointment calls for several companies within the WPP group to carry out long-term assignments for Samsung Electronics in various marketing communications areas such as advertising development and implementation, market research, and media planning and buying. WPP's agencies have already begun preliminary work on the account, with the aim of having a new advertising campaign launched in early 2005.

J. Walter Thompson Company (JWT), one of the world's top five advertising agencies, will provide global management of the account, led by JWT's New York-based global group. Berlin Cameron will serve as the lead creative agency on the account. Group M will oversee media planning and buying. In addition, other WPP companies, including Research International and Landor Associates, will provide additional support to the account.