
TME bags TATA Steel and Lafarge Cements accounts

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TME, Rediffusion Y& R's media agency has bagged 2 new businesses of TATA Steel and Lafarge Cements. Both the accounts will be handled by the Kolkata branch.

The TATA Steel account was awarded to TME after a pitch presentation involving other media agencies such as Initiative Media, Media Direction and Mindshare, while the mandate for Lafarge moved to TME after a presentation made by TME to the Lafarge team. The incumbent agency on both the accounts is Mindshare.

Mr Divya Radhakrishnan president of TME said that both accounts were awarded to TME as the team made use of market contact planning, which is a consumer connect strategy. MCP helps select the best media mix for a client. He added that the agency has the bandwidth to offer these services to clients through its group companies such as Rediffusion Y&R and Showdiff.

Mr Radhakrishnan said "More than the joy of winning the businesses, what is even more exciting for us is the recognition of our view of managing the media business led by the market contact planning process rather than traditional media planning."

(Sourced from Bombay Adclub)

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