

# Havas Media wins \$300m Puma account

Puma has selected Havas Media to manage its global media buying and planning, effective as of the beginning of 2019...

The account win follows a global review undertaken by media strategy consultancy ID Comms and Havas Media being named integrated media agency of record for Papa John's in October.



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“This is an exciting time for Puma as we continue to evolve our consumer marketing approach and how we reach our consumers. We were impressed with Havas Media’s strong strategic skills and forward thinking,” Puma global director, brand and marketing Adam Petrick said in a statement. “They clearly demonstrated their understanding of our business, passion for our brand and ability to deliver unique media opportunities.”

Havas Media CEO Peter Mears said: “We’re fascinated with meaningful brands, and Puma truly is one. Our teams felt close alignment on the role paid media should play for a global sports brand—data and performance marketing are increasingly important but it’s creative, strategic use of media that matters to consumers and that can help the brand succeed.

“I’m extremely proud of our teams around the world who’ve shown Puma the real power of our strategic skills in Havas

Media and can't wait to see the impact we will have," Mears concluded.

\*[Adweek](#) reported that "Puma spent an estimated \$300m on measured marketing globally last year, according to global consultancy R3".

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