

WPP entrusted with stewardship of Unilever's Sunlight brand across Africa

WPP has won Unilever's Sunlight business across Africa following a competitive pitch process. Sunlight is the second largest FMCG brand in Africa, after Coca-Cola.



Mark Read, WPP Chief Operating Officer. Image supplied.

WPP Team Unilever/Africa offered a simple, integrated solution drawing on strengths from WPP agencies J. Walter Thompson, Ogilvy, The Hardy Boys and Scanad.

Going forward, WPP Team Sunlight will provide access to talent from across WPP companies, including Kantar, Barrows, Mindshare, TMARC, Smollan and other speciality teams.

Mark Read, WPP chief operating officer, said:

“Reflecting WPP’s global approach for Unilever, WPP Team Sunlight is a simple solution that embraces people from different agencies, markets and areas of speciality to produce the most creative and effective work for the client. We are delighted to have been entrusted with the stewardship of this iconic brand across the African continent.” ”

For more, visit: <https://www.bizcommunity.com>