

WPP, DailyMail and Snapchat partner to launch 'Truffle Pig'

CANNES, FRANCE: WPP, DailyMail and Snapchat today announced the establishment of Truffle Pig, a joint content marketing venture combining the best of global agency, newsroom and social media talent...



This new company will offer brands unprecedented reach and opportunity through content planning, development and creation as well as amplification across digital media sites and platforms.

Sir Martin Sorrell, founder and CEO of WPP, the world leader in advertising and marketing services, commented: "In a digital world overflowing with content, consumers crave quality.

A next-generation company, Truffle Pig combines the best in media, content and user experience to satisfy people's appetite for great storytelling - and inspire brand engagement, loyalty and sales."

Jon Steinberg, CEO, Daily Mail North America, who will join the Board of Truffle Pig, said: "A truffle pig finds the rare and tasty. With the need for story-driven marketing on our sites and those of other media companies, and new ad formats like Snapchat, brands need a truffle pig. We are excited to work with the world's leading brands, their media agencies, and all digital platforms to bring a unique take on digital marketing."

"It's been an amazing experience to work with the Daily Mail on their Discover channel and innovate alongside them," said Evan Spiegel, CEO of Snapchat.

Truffle Pig will use DailyMail.com, Elite Daily and Snapchat as test beds for original concepts in story-driven marketing, but its content and services will extend to any digital properties the client brands wish to market on. Truffle Pig will work closely with Snapchat to create best of breed "3v" (vertical video view) ads on Snapchat.

Alexander Jutkowitz, Managing Partner, Group SJR, has been appointed Truffle Pig's CEO.

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