

Revlon combines global marketing business with WPP

According to [Adweek](#), Revlon has combined its global advertising business with WPP; Grey has been appointed as its creative agency while MediaCom will continue handling the brand's global media planning and buying duties. The network's New York headquarters will manage the business and its roster, which includes several brands, including Revlon and Elizabeth Arden in addition to fragrances like Charlie, Curve, and Elizabeth Taylor, and other beauty lines like Cutex.

In 2010, Revlon moved its North American media account from Carat to MediaCom without a review in and named the WPP as the network global AOR for all of its brands the following year.

Revlon has not provided a reason for its decision to combine its global marketing business.

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