

MediaCom Sport opens first Asian office

SINGAPORE: MediaCom Sport has extended its global network with the launch of its first Asian office. The Singapore hub will act as the Asian headquarters for the WPP-owned sports consultancy.



[MediaCom](#) Sport Singapore will be headed up by Jin Wei Toh, previously Singapore managing director at sports marketing, media and event management company Parallel Media Group Asia. Prior to PMG Asia, he held a series of executive level positions at IMG Group and has also worked at IQPC Worldwide.

In his final role at IMG, Jin Wei Toh led the development of golf's Asian Tour as Vice-President, Director of Sales at IMG and Asian Tour Media, helping create four new events in Indonesia, Macau, Thailand and Korea.

The new Asian hub is the latest stage in the rapid expansion of MediaCom Sport that was set up in 2011 to give MediaCom clients both better understanding of the opportunities around the world's biggest sporting events and ensure advertisers could maximise the benefits of these unique opportunities.

It has since has secured the rights to represent global sports legend Pelé and currently works with clients such as Dell, Allianz, Shell and Proctor & Gamble. It is also the exclusive commercial partner for the world's first electric powered racing series Formula E.

MediaCom Sport will work closely with GroupM's ESP division across the region to ensure best practice and full integration across the GroupM network.

It has offices in the UK, Russia and Germany with plans to open in Brazil and the US later this year.

"Asia is a fantastic, growing region with a young, digitally enabled consumer audience. Building strong relationships with the sports they care about will enable brands to connect and engage much more powerfully than traditional advertising. Jin Wei's success at establishing new events and new opportunities for sponsorship will ensure MediaCom Sport continues to grow rapidly," said Marcus John, Global Head of Sport at MediaCom Worldwide.

"I'm thrilled to be joining MediaCom Sport and leading its development in Asia. During my time in sports marketing I've seen many brands fail to take maximum advantage of sponsorship rights, aligning these rights within the media agency ensures that they become part of every message to create a truly integrated communication," said Jin Wei Toh, Managing Director, Asia, MediaCom Sport.

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