

# Revlon selects WPP's Grey and MediaCom as global agencies of record

Issued by [Grey Africa](#)

15 Aug 2017

Revlon, Inc. (NYSE:REV) recently announced the appointment of Grey as its global creative agency of record and MediaCom as its global media agency of record.

The global portfolio of brands Grey will handle includes two of the company's most iconic and largest, Revlon and Elizabeth Arden, among others. Grey will provide integrated communications services including traditional and digital advertising, promotion and activation marketing. Grey New York, the agency's flagship office, will serve as the global hub. The Company also recently expanded MediaCom's current scope, making the shop the global media agency of record for all planning and paid media buying.

Mr. Fabian Garcia, President & CEO of Revlon, said, "Grey has a long track record and deep expertise in the beauty industry." He continued, "The consolidation and streamlining of our creative and media agency partnerships enables us to achieve greater efficiencies, speed to market and better support the strategic communications goals and long-term growth strategies for our brands globally."

## About Revlon, Inc.

Revlon has developed a long-standing reputation as a color authority and beauty trendsetter in the world of color cosmetics and hair care. Since its breakthrough launch of the first opaque nail enamel in 1932, Revlon has provided consumers with high quality product innovation, performance and sophisticated glamour. In 2016, Revlon acquired the iconic Elizabeth Arden company and its portfolio of brands, including its leading designer, heritage and celebrity fragrances. Today, Revlon's diversified portfolio of brands is sold in approximately 150 countries around the world in most retail distribution channels, including mass, salon and prestige and online direct to consumer. Revlon is among the leading global beauty companies, with some of the world's most iconic and desired brands and product offerings in color cosmetics, skin care, hair care, hair color and fragrances under brands such as Revlon, Elizabeth Arden, Revlon ColorSilk, Revlon Professional, American Crew, Almay, Cutex, Elizabeth Taylor, Christina Aguilera, Britney Spears, Juicy Couture, Curve and John Varvatos. Please visit <http://www.revlon.com> for the latest news and information about Revlon and its brands.

## About Grey

Grey is the advertising network of Grey Group and is celebrating its 100th anniversary. Grey Group ranks among the largest global communications companies. Its parent company is WPP (NASDAQ: WPPGY). Under the banner of "Grey Famously Effective since 1917," the agency serves a blue-chip roster of many of the world's best known companies: Procter & Gamble, GlaxoSmithKline, Kellogg's, Pfizer, Canon, NFL, Marriott Hotels & Resorts, Nestlé, Papa John's, Volvo, Darden Restaurants, T.J. Maxx, Walgreens and Applebees.

In recent years, Grey has been named ADWEEK's "Global Agency of the Year" twice and ADVERTISING AGE's "Agency of the Year." In recognition of its soaring creative reputation, Grey New York was ranked the #1 Agency in the U.S. and North America by Cannes Lions in 2016. [www.grey.com](http://www.grey.com).

## About MediaCom

As "The Content + Connections Agency," MediaCom leverages each client's entire system of communications across paid, owned and earned channels to deliver a step change in business outcomes. MediaCom is one of the world's leading media communications specialists, with billings exceeding US\$31bn (Source: RECMA June 2016), employing 7,000 people in 125

offices across 100 countries. Its global client roster includes Bayer, Canon, Dell, Procter & Gamble, Revlon and Shell. The agency was recently named Global Agency of the Year at the 2016 M&M Awards, an accolade it has been awarded 6 times in the past eight years.

MediaCom is a member of WPP, the world's largest marketing communications services group, and part of GroupM, WPP's consolidated media investment management arm. For more information, visit [www.mediacom.com](http://www.mediacom.com)

- " **New creative chapter: Metropolitan teams up with Grey South Africa** 20 Feb 2024
- " **Krispy Kreme MENA chooses Grey Dubai as their strategy and creative agency** 31 Jan 2024
- " **Grey appoints Tlali Taoana as president of Grey South Africa** 4 Dec 2023
- " **Burger King South Africa spreads smiles with 'The Small Pleasures' campaign** 14 Nov 2023
- " **Burger King unveils exciting "Full-on SA Flavour" campaign for Peri-Peri Chicken range** 31 Oct 2023

#### [Grey Africa](#)



Grey is the advertising network of Grey Group. The Grey Group ranks among the largest global communications companies and its parent company is WPP (NASDAQ: WPPGY).

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

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