

**18 April, 2016**

## **Nomad Foods Europe appoints Zenith as European media agency**

Nomad Foods Europe has appointed Zenith, part of Publicis Media, to manage its European media communications business - both offline and online - replacing the incumbents Havas Media, Initiative, Virta and Mediacom.

Based in London, Nomad Foods Europe is Europe's biggest frozen foods business, with number one positions in 10 markets. The company's portfolio of market-leading brands includes: Birds Eye, Iglo and Findus.

The contract takes immediate effect and will see Zenith consolidate Nomad Foods Europe's key markets into one agency to deliver an integrated strategic approach to media communications.

The business covers multiple European markets including: Austria, Belgium, Finland, Germany, Greece, Hungary, Ireland, Italy, the Netherlands, Norway, Portugal, Spain, Sweden and the United Kingdom.

"We are absolutely delighted to have been appointed by Nomad Foods Europe. We are excited to work with their leading European frozen food brands and to help them take their communications to the next level," said Mark Howley, CEO, Zenith UK.

Andy Weston-Webb, Chief Commercial Officer at Nomad Foods Europe, said: "Zenith is a world-class media agency with capability across the full media and digital spectrum and we are looking forward to this new partnership. I'd like to thank Havas Media for helping us to become a true multi-channel advertiser, as well as our previous incumbent agencies across the Findus markets for their service and valued partnership over the past years."

### **For further information, please contact:**

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## **About Publicis Media**

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