



## Starcom Lands Xbox Global Strategy Business

*Starcom London office to manage brand's global strategy work across 26 key markets*

Starcom, the leading communications agency and part of the Starcom MediaVest Group, has won the global media strategy account for Xbox.

The global account win will see Starcom run the media strategy for Xbox out of its London Centre of Excellence across 26 markets including UK, US, Canada, France, Germany, Spain, Italy, Japan, Korea and Australia.

The appointment comes as the brand looks to capitalise on its leadership position in living room entertainment through its unique dual offering of gaming and connected TV. Starcom was awarded the global strategy for its creativity, innovation and digital prowess. The incumbent was Universal McCann.

The win continues a fine run of form for Starcom MediaVest Group which recently scooped the multi-million dollar global media account for drug giant Novartis that is also to be run out of the London office starting in April 2012.

Separately, last year Xbox parent company Microsoft also moved its North America media buying account and global strategy and planning work from Universal McCann into Starcom MediaVest Group.

**Matt James, Managing Director, Starcom, said:** “Delivering what is one of the most exciting interactive brands in the world at the forefront of entertainment epitomises the direction of Starcom that is leading the charge on how home entertainment can engage and excite consumers in a TV anywhere, anytime world.”

**Caroline McNeil, Global Media Director, Xbox, said:** “Xbox has assigned the media strategy business for all the global campaigns to Starcom out of London. Each business group within Microsoft Corporation is empowered to build teams for what is right for their business. As a global brand, Xbox chose to structure the team in this way to bring unique focus to Europe.”

The Xbox global strategy account is to be headed up by **Hal Pearson, Managing Partner, Starcom, who said:** “The Xbox global strategy account win is testament to Starcom’s expertise in designing dynamic experiences that engage consumers meaningfully and in real-time. The role of Xbox at the heart of the living room is set to grow in 2012 and our work will be core to bringing more consumers to this game-changing platform on a global scale.”

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**About Starcom MediaVest Group**

Starcom MediaVest Group (SMG) is a global leader in communications strategy, media buying and management, response media, internet and digital communications. SMG London operates as the EMEA Centre of Excellence, driving change across the media industry through investment in digital, content, social media, technology, data and research.

SMG's purpose, as 'The Human Experience Company', is to transform human behaviour by creating uplifting, meaningful experiences in real time, enabling clients to forge a deeper connection with their consumers. SMG operates two separate agencies under the group banner –MediaVest and Starcom– each built around a distinct focus and expertise set, representing global brands such as Proctor & Gamble, Samsung and Honda.

SMG London picked up an Arquiva for the Kiss radio and Blackberry partnership this year and SMG was the most awarded global media agency at the Festival of Media Awards 2011, winning eight category awards and two commendations.

SMG is part of Publicis Groupe, the world's second largest media counsel and buying group, the world's third largest communications group and a global leader in digital communications. With global activities spanning more than 104 countries on five continents, the Groupe employs around 44,000 professionals. With sister agencies ZenithOptimedia, Denuo, Digitas and Razorfish, SMG is a member of Publicis Groupe's VivaKi, a global digital knowledge and resource centre that leverages the combined scale of the agencies to develop new services, tools and partnerships.

For more information, visit @SMG\_London on Twitter, on LinkedIn and on [emergingspaces.co.uk](http://emergingspaces.co.uk).