

JDE Peet's appoints Havas Media Group as global media partner

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JDE Peet's, the world's largest pure-play coffee and tea group by revenue, announced the acceleration of its digital advertising and marketing programmes through the appointment of Havas as its global media agency outside North America.



The expansion of a long standing relationship between JDE and Havas will see the Vivendi-owned Havas Media Group (HMG) network become responsible for all media across 54 markets both online (digital) and offline for leading coffee and tea brands including Jacobs, L'OR, Senseo, Tassimo, Ti Ora and Douwe Egberts. The new partnership will be fully operational by January 2021 and follows a competitive review conducted by JDE Peet's over the last six months.

The decision to appoint Havas underlines JDE Peet's commitment to digitalisation and advertising. The appointment of Havas is designed to accelerate the return on investment of data-led planning and to drive business growth through meaningful media experiences that resonate with coffee and tea consumers around the world. Given JDE Peet's increasing focus on e-commerce, which grew by 63% during the first half of 2020, Havas Media Group is uniquely placed to support their continued growth ambitions.

Fiona Hughes, CMO of JDE Peet's, remarked: *"Our brands are our strongest assets and we are proud of our portfolio, which is available in more than 100 countries around the world. Through our brands, we are committed to continuing to build stronger connections with coffee and tea consumers. We are delighted to expand our long-standing relationship with the Havas Media Group by awarding them our global portfolio outside North America. We are convinced by their product suite and commitment to continue to build the tools that we need to enable our scientific data-driven approach to brand building."*

Peter Mears, global CEO of Havas Media Group, added: *"We are excited at the opportunity to further deepen our partnership with a global coffee player and steward their growth agenda, leveraging our mx (media experience) operating system to enable the precise, data-led and e-commerce capabilities they seek. Our continued partnership reaffirms how our brand promises to make a meaningful difference to brands, businesses, people is a shared vision between both of our organisations."*

JDE Peet's is the latest in a series of market leaders that have consolidated their marketing activities with the Havas Group, following in the footsteps of the Telefónica/O2 business, the international telecoms company, which owns key brands Movistar and O2.

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