# Sports brand PUMA today announced the selection of Havas Media as the global agency partner for media buying and planning starting January 2019.

# This decision comes at the conclusion of an extensive global media review that was part of the company’s overarching strategy to transform its consumer marketing approach and deepen its legacy as one of the world’s leading sportswear brands.

# “This is an exciting time for PUMA as we continue to evolve our consumer marketing approach and how we reach our consumers. We were impressed with Havas Media’s strong strategic skills and forward thinking,” said Adam Petrick, Global Director of Brand and Marketing for PUMA. “They clearly demonstrated their understanding of our business, passion for our brand and ability to deliver unique media opportunities.”

“We’re fascinated with meaningful brands, and PUMA truly is one. Our teams felt close alignment on the role paid media should play for a global sports brand – data and performance marketing are increasingly important but it’s creative, strategic use of media that matters to consumers, and that can help the brand succeed,” said Peter Mears, Global CEO of Havas Media. “I’m extremely proud of our teams around the world who’ve shown PUMA the real power of our strategic skills in Havas Media and can’t wait to see the impact we will have.”

# PUMA has been supported in the review process by Media Strategy Consultancy, ID Comms to ensure a fair and transparent process and to find the best fitting agency for the brand.

PUMA

# PUMA is one of the world’s leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For over 65 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf and Dobotex. The company distributes its products in more than 120 countries, employs more than 11,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>