

# Nestle Purina Aligns Its Broadcast and Print Media Buying

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Nestle Purina PetCare Company announced today that it will join forces with Nestle USA to optimize broadcast and print media buying through Universal McCann, the designated agency of record for Nestle USA. Universal McCann is a unit of McCann-Erickson Worldwide in New York.

"This alignment will provide increased flexibility, greater efficiencies and ensure media buying coordination across Nestle businesses in the USA," said Linda Pavlenko, Vice President and Director, Media Resources for Nestle Purina.

Pavlenko said St. Louis-based Advanswers PhD will continue to provide strategic planning services for Nestle Purina pet food brands and will complete the current buying season for Purina brands. "Advanswers has been a valued partner for nearly 30 years," Pavlenko said. "We look forward to working with Universal McCann and leveraging media buying opportunities with Nestle USA."

Both Nestle USA and Nestle Purina PetCare are part of Nestle S.A. of Vevey, Switzerland -- the world's largest food company.

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SOURCE: Nestle Purina PetCare Company

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