

## **Ericsson assigns CIA and The Media Edge to handle media strategies and implementation**

**Ericsson has appointed CIA Medianetwork International, London to develop its media communication strategy on a worldwide basis, and The Media Edge for media planning and implementation for all business-to-business marketing and advertising activities.**

CIA will work on all Ericsson's business-to-business marketing activities, including, primarily, targeting and channel choice.

The Media Edge, a division of the Young & Rubicam group, which has been working with Ericsson's Consumer segment for the past 12 months, has had its contract extended to include the media planning and implementation for all Ericsson's business-to-business advertising. All contacts with media representatives will be channeled directly through The Media Edge who can advice on Ericsson media planning.

With these appointments, the earlier appointment of the lead creative agency, Publicis, alongside with Young & Rubicam, the agency that handles Ericsson's consumer advertising activities, Ericsson further strengthens the consistency of the branding message while enjoying greater cost efficiencies.

*Ericsson is the leading provider in the new telecoms world, with communications solutions that combine telecom and datacom technologies with freedom of mobility for the user. With more than 100,000 employees in 140 countries, Ericsson simplifies communications for its customers – network operators, service providers, enterprises and consumers – the world over.*

*Please visit Ericsson's Press Room at: <http://www.ericsson.se/pressroom>*

### **FOR FURTHER INFORMATION, PLEASE CONTACT**

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### **About CIA Medianetwork**

CIA Medianetwork is a major independent media and communication specialist with offices across the world. It is owned by Tempus Group Plc, which is listed on the London Stock Exchange, and has other holdings in marketing services and Internet services companies across the world.

### **About The Media Edge**

The Media Edge is a global media company specialising in the development and implementation of total media communications campaigns. Grounded in the disciplines of media planning and buying, the company connects brands with consumers through the most effective communication channels.

Part of the Young & Rubicam group of companies and formerly known as Y&R Media, The Media Edge employs over 1500 media professionals in 86 offices across 74 countries securing a place among the top five media specialists in every region. The Media Edge Europe HQ unit, based in London, manages over \$700m of billings.