

Broadbandchoices Appoints Havas Media

Thursday 18 September, 2014

- Leading comparison site appoints media planning and buying agency following competitive pitch process
- Havas Media will work in tandem with broadbandchoices' creative agency The Red Brick Road

[broadbandchoices](#), the UK's leading Ofcom-accredited comparison service for mobile phone, TV, broadband and landline services, has appointed leading media communications agency, [Havas Media](#), to its media planning and buying account following a closely contested pitch process.

Havas Media is to work closely with The Red Brick Road to deliver broadbandchoices' ambitious new advertising strategy, ensuring seamless execution and maximum impact of campaigns.

Jonty Mogford, marketing manager at [broadbandchoices.co.uk](#) commented:

"We were extremely impressed with all the agencies who participated in the pitch, but Havas Media ultimately stood out for us. They presented a truly integrated strategy and their digital excellence really shone through. They demonstrated a sound understanding of our business and a genuine feeling of excitement about the opportunity before us. Together with our creative agency, The Red Brick Road, we now feel we have the right partners in place to help us deliver our brand growth ambitions."

Natasha Murray, Managing Director at Havas Media added: "We're delighted to have won the broadbandchoices account and are looking forward to working together in activating our meaningful communications strategy and showcasing our data and digital expertise as we join the business on its next phase of development and growth."

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