



PRESS RELEASE

FOR IMMEDIATE RELEASE

DDB Mudra North wins the creative mandate for McVitie's Biscuits May 12, 2015 | Mumbai

DDB Mudra North has recently won the creative mandate for McVitie's Biscuits, the flagship brand of United Biscuits in India.

McVitie's is a global brand present in over 100 countries with a strong heritage in the UK. McVitie's Digestive is the flagship product of the parent brand in India.

The agency was chosen following a multi-agency pitch involving major Indian advertising players such as Dentsu Marcom and McVitie's India's incumbent agency Publicis Capital.

Commenting on the account win, **Sonal Dabral, Chairman & Chief Creative Officer, DDB Mudra Group** said, "McVities is a much loved brand across the world. Having been a fan for the last 14 years, it's my favourite brand of biscuits and cookies too. We are looking forward to creating some fresh and exciting work on this brand."

Said **Vandana Das, President, DDB Mudra North**, "We are delighted to be associated with McVitie's, an interesting brand in the FMCG Sector. We look forward to take this brand on a growth path with a communication package that would certainly grab a lot of attention."

About DDB Mudra North

DDB Mudra provides its clients specialized solutions for Influence & Behavioural Change. The agency is a destination for talented people united by their belief in the power of creativity. DDB Mudra believes in offering remarkable solutions that make clients more influential whether it is a 30 second TVC, digital or a one-on-one experience that creates an influence cascade.

DDB Mudra North's client roster includes Aircel, Dabur, Wrigley, Mother Dairy, Carrier Midea, Pan Bahar, Marico, GPI, Experion and Cisco among others.

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