

Carat announces that it will support Vodafone with global media buying

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Carat announces that it has been appointed as Vodafone's global media buying agency. The scope includes media buying across multiple international markets, partnered with Vodafone's in-housed biddable media team.

Will Swayne, Chief Client Officer, Media & Performance, Dentsu Aegis Network comments:

"Vodafone is a future-focused organisation, challenging old ways of doing things while pioneering the new and maximising the opportunities of the digital economy. We are delighted to be partnering with them, integrating the best of our agency capabilities to accelerate Vodafone's evolution to become market-leading in digital marketing and in-house media buying."

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