

OPTIMEDIA WINS OCBC MALAYSIA'S MEDIA PITCH

Competes and wins against two other agencies to win OCBC Malaysia's media planning and buying duties

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Optimedia, a part of Publicis One in Malaysia recently added OCBC Bank to its growing list of clientele as the international bank appointed them as its media agency with immediate effect. The winning agency, went up against IPG Media Lab as well as People 'n Rich-H during the pitch process to secure the business and will be taking over from Carat Malaysia to service the banking giant.

Ali Imran Memon, General Manager of Optimedia Malaysia said, "We are really happy to work with OCBC. Not only is this one of the largest International banks in Malaysia; this win is very closely linked to our vision of being a platform where ideas build businesses. My team and I look forward to soaring to ever-greater heights with OCBC."

The immediate role of Optimedia, is to focus on creating energy on the OCBC brand and strengthen their engagement with consumers. Ali added, "We believe in the power of positive disruption to win the hearts of consumer. It is not about being the biggest or most creative. It is about Live ROI. Insights and ideas that allow us to drive real marketing and business results for our clients. Creating media solutions that drive business success for our clients is heart and centre of all that we do!"

Alongside the win of OCBC, Publicis One media also won Air Asia SEM across 16 countries, Courts E-commerce and Visa.

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About Optimedia Malaysia

Optimedia is a full-service media agency that offers communications planning, digital, broadcast, print, out of home and content solutions to our clients. It is one of the three media agency brands (Starcom, Mediavest and Optimedia) under Publicis One in Malaysia. As the first agency to apply a rigorous and objective approach to improving the effectiveness of marketing spend, Optimedia's pioneering expertise in this area has driven their success, and underpinned their growth.



About Publicis One

Publicis One is a global communications enterprise that brings together Publicis Groupe's agency capabilities and expertise under one roof. Built with clients' interest at the center, Publicis One recognizes the simultaneous need for specialization and integration in marketing today. Led by Jarek Ziebinski, Global CEO, Publicis One operates across Publicis Groupe's four Solutions: Publicis Communications (Publicis Worldwide with MSLGROUP, Leo Burnett, Saatchi & Saatchi and BBH), Publicis Media (Starcom, Zenith, Mediavest | Spark, Optimedia | Blue 449), Publicis.Sapient (SapientNitro, DigitasLBI, Razorfish, Sapient Consulting) and Publicis Health (Digitas Health, Publicis LifeBrands, Saatchi & Saatchi Wellness). The Publicis One operation, with around 8,000 employees in 50 countries, is spread across Latin America, Europe, Middle East, Africa and Asia. We are united behind Publicis Groupe's ambition to deliver on the value of "The Power of One" to clients. For more news on Publicis One, please follow us on [Facebook](#) | [Twitter](#) | [LinkedIn](#)