

WPP is the new strategic communication partner for Migros Fachmarkt AG

WPP has been appointed by Swiss retailer Migros Fachmarkt AG as its strategic communications partner to help reimagine commerce for its specialist retail brands.

The team will be working in collaboration with Migros in two main focus areas; on the creative and strategy side, to boost the visibility of specialty store brands and establish new benchmarks in Swiss retail through data gathering, technology and omnichannel commerce, and on the content and production side, to respond to the rapidly changing market landscape and consumer demands.

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