

ENERGIZER NAMES TBWA WORLDWIDE GLOBAL AGENCY



Energizer has named TBWA Worldwide as its global agency network for its Energizer and Eveready brands. TBWA will be responsible for all of the global advertising activities for Energizer Household Products. It will use its regional network to ensure the global strategy is infused with local sensibilities, the agency said in a press release. Prior to this change, Energizer had been served by two agencies: TBWA/Chiat/Day in North America and DDB in other parts of the world. The focus on TBWA will allow greater cohesion and consistency to the Energizer creative presence worldwide, the agency said. "The appointment of TBWA Worldwide as our global agency network represents the next logical step in the evolution of our global brand positioning," said Jeff Ziminski, global chief marketing officer of Energizer Household Products. "Through this appointment we are building a new, powerful agency team capable of reaching consumers in groundbreaking, creative ways to drive brand preference and purchase intent for the Energizer and Eveready brands globally." TBWA has been working with Energizer in the U.S. marketplace since 1989 and is the agency responsible for popularizing the Energizer Bunny and creating the 'Keeps Going and Going and...' tagline.

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