



## OPTIMEDIA TO HANDLE PIZZA HUT ACCOUNT

As the media landscape evolves, opening new and exciting ways to connect with our customers, we're excited to begin working with Optimedia to launch a refreshed media strategy in 2012," Kurt Kane, Pizza Hut CMO, said in a statement to Ad Age. "Pizza Hut is the leader in the pizza category and we're looking forward to tapping in to Optimedia's strategic planning and creativity to further our led. MEC has been a valued partner that brought strategic insights and solid planning to our brand for more than a decade. We are parting ways amicably and wish them the best." WPP - owned MEC, which handled the business for more than 10 years, defended the account.

Read the original article here:

[Pizza Hut Hands \\$217M Media Account to Optimedia](#)

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