



ABOUT MINDSHARE

We are a global media agency network of 9,300 people across 86 countries with diverse opinions, cultures and passions. We are united by our desire to create new media experiences for our clients and their consumers and have fun whilst doing it. We believe that in today's adaptive world everything begins and ends in media. Our role in this world is to help clients grow their business and to become their lead business partner and we achieve this through a culture of original thinking driven by speed, teamwork and provocation. Mindshare is part of GroupM, which oversees the media investment management sector for WPP, the world's leading communications services group.



TOMAS TOMASI

CLIENT LEAD, MINDSHARE NORWAY

"Modern marketing requires more than just media planning and buying. With IDFree our teams can work fluidly on campaigns with global clients & colleagues and gain valuable insight through the pre-campaign reports. Digital planning and targeting will be different without cookies, and the IDFree tool is one of the post-cookie tools we at Mindshare are looking into. The ability to target the same audience across multiple platforms from video, social, apps and display is valuable to our clients, and to us as modern marketers."

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