

MINDSHARE



ABOUT MINDSHARE

Mindshare is a media services company that accelerates Good Growth for its clients in the age of transformation. Good Growth is business growth that is enduring and sustainable whilst also helping to shape society and the world for the better. We accelerate Good Growth for our clients by using Precisely Human Intelligence that combines data science and behavioural science to understand consumers and their motivations better and we act on that intelligence through the intentional use of media, connecting brands with consumers around their shared values. We were the first purpose built company created by WPP and today our 10,000 people operate in 116 offices in 86 countries, helping to drive Good Growth for our clients, our people, the industry and the world.



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."

tomas.tomasi@mindshareworld.com



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