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ASIA EDITION

GSK to strengthen social media presence with Wunderman

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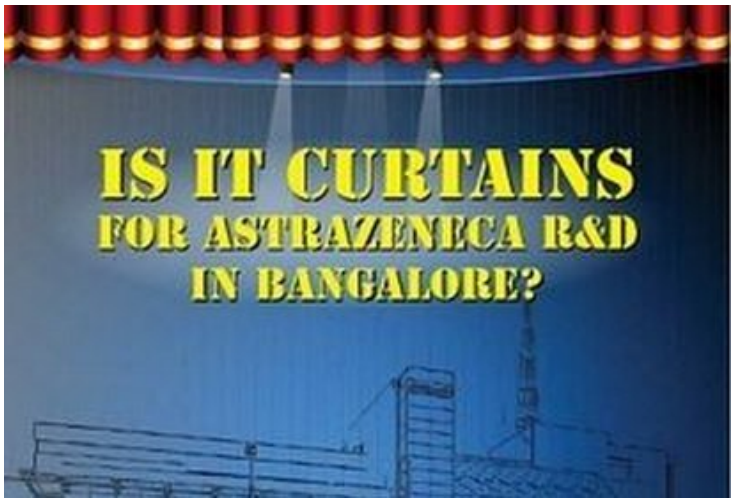

Singapore: Further expanding its presence in Asia, Wunderman has extended its relationship with GlaxoSmithKline. The partnership aims to revamp Health.gsk, a global information repository for both the general public and healthcare professionals, and help GSK launch and build up its social media presence.

As per the terms, Wunderman Philippines will also handle digital duties including content creation, strategic Web development and more for "Win Against Asthma" and "Power Over Cervical Cancer." These campaigns seek to raise awareness by tackling misconceptions and telling the stories of courageous patients.

Mr Chay Mondejar-Saputil, general manager, Wunderman Philippines, said, "Wunderman has been growing a solid relationship with GSK around the world, and the Manila team is proud to be a part of it. The brilliant thing about working in a connected network like Wunderman is that we are able to bring to clients targeted, local expertise, backed by global tools and big-picture thinking."

Mr Em Millan, digital marketing manager, emerging markets and Asia-Pacific, GSK, said, "Wunderman is a great choice of agency because their teams consistently bring us ideas that are smart and backed by real-world consumer data, yet still creative, on-trend and attention-grabbing. We are happy to have Wunderman on board in the Philippines as well."