

Media & Production Partners adds Media and Planning to Musashi Roster

Media & Production Partners today announces the win of further Musashi business. MPP a full service agency specialising in media planning and buying and production services, was appointed in November last year to handle all of Musashi's creative. After building a strong relationship and the quality of work from the creative side, the agency will now be responsible for all of the brand's media planning and buying.

Owned by Vitaco Health Australia, Musashi is one of Australia's leading sports nutrition brands who develop products that aid in sports performance and recovery.

Billings for the account are substantial, but undisclosed, and MPP will work closely with Search Insights who have been appointed to handle the Social Media for

Musashi.

Commenting on the appointment, Martin Drinkrow, General Manager – Sport & Food, Vitaco Health Australia said: "Musashi is a fast growing brand in a competitive market, and we needed an agency that can drive our message from concept through to the consumer. MPP has proven through their ability in both the creative and the media space to connect with our audience, and we are delighted to partner with them to grow the Musashi brand into the future."

Jimmy Hyett, Managing Director, Media & Production Partners added: "We're extremely humbled and excited to work with Musashi across this broader spectrum of their business. It really highlights the advantage of consolidation and being able to provide a full range of services that connect and work as one."

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