

Carat wins £2m PayPal media account

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Press release from: [Carat](#)

Carat has been appointed in the UK to handle the £2m media strategy, planning and buying requirements across all on- and off-line media for PayPal, the online payment platform.

PayPal is a platform providing a secure online payment method, which can be used for payment at thousands of online retailers, without sharing any financial information with them.

Carat, who pitched successfully against a number of undisclosed agencies, will develop a multiple touch-point strategy to make PayPal front of mind with consumers while they are shopping and therefore most receptive. The agency's first campaign aims to promote PayPal as a payment option for websites other than eBay, including BHS, JD Sports and Toys R Us. It will run across digital, press and outdoor.

Mark Hodson, marketing director at PayPal said: "Carat impressed us in the pitch with their expertise and insight into consumer behaviour, which is exactly what we need to drive our business to the next level. We look forward to working with them."

Carat managing director Rob Horler said: "PayPal is a market leader in their field and we're delighted they chose Carat to deliver their highly targeted requirements for media planning."

Carat was the first independent media specialist in Europe and a pioneer of unbundling - the separation of media services from full service creative agencies. It is now a global independent media communications network represented in 82 countries and offers clients a range of services including: communications planning, sponsorship, interactive, direct, event, pr, consumer research and insight, business to business, international services, regional and global client servicing. Carat is part of Aegis Media, the media communications business of Aegis Group plc. www.carat.com.

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