

## Press Release

### Beiersdorf appoints OMD as single media agency and transformation partner for Europe and North America

- Beiersdorf appoints OMD as the single bespoke media agency partner for Europe and North America as of January 2024.
- The new mandate for OMD provides a framework for all Beiersdorf AG brands.
- OMD will also be the partner for the global media strategy.
- Beiersdorf and OMD are building a new media operating model including best-in-class tech and automation.

**Hamburg, September 1, 2023** – Beiersdorf establishes a new, future-ready media operating model and appoints OMD as the single media agency for Europe and North America and as the partner for global media strategy consultancy. The new agency and the new media operating model will lead to a more efficient setup, and put digital expertise, data and technology at the core. Some parts of the media work will be bundled in hubs and lay the foundation for increased speed, transparency and automation.

OMD Worldwide is one of the world's largest media agencies. It is part of the Omnicom Group, headquartered in New York and has already been working with Beiersdorf in several markets across the world. The new mandate for OMD provides a framework for all Beiersdorf AG brands. Beiersdorf thanks its long-term strategic media agency partners for their dedicated participation in the pitch process.

### About Beiersdorf AG

Beiersdorf has stood for innovative, high-quality skin care products as well as pioneering skin research for 140 years. Leading international brands such as NIVEA, the world's no. 1 skin care brand\*, Eucerin (dermocosmetics), La Prairie (selective cosmetics), and Hansaplast (plasters and wound care) are cherished by millions of people around the world day after day. Renowned brands such as Aquaphor, Coppertone, Chantecaille, Labello, 8x4, arix, Hidrofugal, Maestro, and Florena round off our extensive portfolio in the Consumer Business Segment. Through the wholly owned affiliate tesa SE, Beiersdorf is also a globally leading manufacturer of technical adhesive tapes and provides self-adhesive solutions to industry, craft businesses, and consumers.

The Hamburg-based company generated sales of €8.8 billion as well as an operating result (EBIT) of €1.2 billion in fiscal year 2022. Beiersdorf has more than 20,000 employees worldwide, who are connected by shared core values, a strong corporate culture and the Beiersdorf purpose Care Beyond Skin. With its [C.A.R.E.+](#) business

### Contact

Corporate Communications  
Peter Stopfer  
Phone.: +49 40 4909-2001  
Email: [cc@beiersdorf.com](mailto:cc@beiersdorf.com)

strategy, the company pursues a multi-year investment program focusing on competitive, sustainable growth. The program is consistent with the ambitious [sustainability agenda](#), with which Beiersdorf is generating clear added value for consumers, society, and the environment.

\* Source: Euromonitor International Limited; NIVEA by umbrella brand name in the categories Body Care, Face Care, and Hand Care; in retail value terms, 2022.

Additional information can be found at [www.beiersdorf.com](http://www.beiersdorf.com).

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## Contact

Corporate Communications

Peter Stopfer

Phone.: +49 40 4909-2001

Email: [cc@beiersdorf.com](mailto:cc@beiersdorf.com)