

## Woolworths Limited to appoint Carat Australia as lead media agency

**Tuesday, 19 August 2014:** Woolworths Limited (Woolworths) has announced its intention to appoint Carat Australia (Carat) as its lead media agency following an extensive tender process.

The appointment is subject to agreement on final contracts.

Carat will provide strategy, planning and buying services for the majority of Woolworths' media requirements under a three year contract.

Mitchell/Carat have been Woolworths' incumbent media agency for more than 10 years.

Under the new arrangements Carat will engage a renewed and larger team to meet Woolworths' need for greater focus on strategy and planning.

Carat has strengthened its leadership team with a number of recent senior appointments.