

Wavemaker win Huawei Mobile Services account

Media agency Wavemaker has announced that its content division has won the Huawei Mobile Services digital creative account. The agency said it will apply a data-driven approach and media analysis when working on Huawei Mobile's account. They will also assign a team of creative and innovative content specialists who have delivered award-winning work to the account.

"We're delighted that, after winning the competitive pitch process, we can now count Huawei Mobile Services among our content clients. Huawei Mobile Services has been part of the wider Wavemaker family for some time - they already work with our media division - but helping them with their content is an exciting development that enables us to provide a seamless offering," said Shaun Frazao, head of digital and content at Wavemaker.

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