

DIGITAS

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Tribal+Digitas wins Whirlpool's Latin America Trade Marketing online account

Tribal+Digitas agency wins Whirlpool's Latin America Trade Marketing online account. The companies in Brazil are Brastemp, Consul and KitchenAid brands manufacturers. The digital agency will be responsible for developing all online communication strategies for the company retail segments. Tribal+Digitas will use different types of digital media to promote and launch the products on retailer web sites, hotsites, landing pages, and others. A leader of appliances in the Latin- American market, Whirlpool has already developed many online media campaigns with Tribal+Digitas.

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