

Nutricia appoints OgilvyAction

Sydney, March 1, 2010: Nutricia has appointed STW Group Brand Activation agency OgilvyAction, to handle all promotions for its well-known Karicare brand in 2010.

OgilvyAction will be responsible for a consumer engagement promotion for their leading range of Karicare's toddler formulas.

Nutricia is a leader in dairy-based specialised nutrition, aiming to deliver easy-to-use products that improve the quality of life for customers and patients.

OgilvyAction is part of STW Group, Australia's leading marketing content and communications services group.

Ends.

For more information contact:

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