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## **Essence Appointed by Danone to Promote the Jacob's Brand**



Malaysia, 1 January 2007 – Essence Communications Sdn Bhd was appointed as the Public Relations Consultancy for Danone's **Jacob's** line of healthy biscuits after winning a competitive consultancy pitch.

Essence Communications' strategy is to build and sustain awareness of Jacob's biscuits as the healthy choice among biscuit brands. A series of PR activities will be tailored by Essence to create and sustain awareness of the brand. Specific details of the program campaign and activities will be revealed at a later date.

Jacob's biscuits are free of trans fats and contain far less oil than other biscuit brands. As such, Jacob's biscuits look to capitalise on this product benefit as a trend towards healthier, active lifestyles becomes more prevalent in Malaysia.

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