



Essence retains Etihad and Colgate accounts



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Published: Jun 29, 2009

[ETIHAD AIRWAYS](#) [COLGATE](#) [ESSENCE COMMUNICATIONS](#) [PR](#)

- Essence renews Etihad and Colgate-Palmolive retainers
- Etihad extension until 2012
- Colgate-Palmolive work for Malaysia and Singapore

Malaysia - Essence Communications has extended its retainer contracts with Etihad Airways and Colgate-Palmolive.

The agency will now look to build on the Etihad work it has done since March last year and attempt to establish the carrier's brand presence in Malaysia through areas such as media management, CSR and branding initiatives.

The new Etihad retainer is until 2012 while the Colgate-Palmolive contract ends in December.

Essence has been hired to support the brand's Oral Care Division campaigns and ongoing initiatives in both Malaysia and Singapore. Among the programmes include the Oral Health Month for Malaysia and Singapore, "Mari Beramal Bersama Colgate 2009", as well as the "Bright Smiles, Bright Futures" initiative in Singapore.

The news will be a boost to the agency which recently lost the [local Sony Ericsson account](#) to fellow WPP company, Hill & Knowlton.