

# news release

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## **FORSMAN & BODENFORS AND ASSEMBLY APPOINTED GLOBAL BRAND AGENCY OF RECORD FOR MANDARIN ORIENTAL HOTEL GROUP**

**Hong Kong, 17 January 2023** – Mandarin Oriental has appointed Forsman & Bodenfors as global brand agency. Forsman & Bodenfors will partner with media agency Assembly to deliver an integrated offering of brand, design, social, performance marketing and media services.

Forsman & Bodenfors and Assembly are part of the Stagwell Group of companies.

Mandarin Oriental made the appointment to support the future expansion of the business and the evolution of its brand to meet the evolving needs of the luxury consumer. Forsman & Bodenfors will partner with Mandarin Oriental’s brand and marketing team to develop a new brand strategy and approach to support this.

London Advertising who pioneered the “I’m a Fan” campaign will continue to support celebrity management and its campaign commitments.

**Toby Southgate, Global CEO, Forsman & Bodenfors** comments:

“Our mission as a business is to make ‘ideas that change things’ and the Mandarin Oriental business has a bold and inspirational vision for their future. We have been enthused about this opportunity from the very start and we wanted to show every step of the way that we are the right partner for this business. On behalf of Forsman & Bodenfors, and Assembly, we’re delighted to be taking these steps together with our new partners.”

**Joanna Flint, Chief Commercial Officer** commented:

“Forsman & Bodenfors challenged our thinking throughout the process, and their integrated approach alongside Assembly was seamless and impressive. We are really excited to see what comes next”.

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The 4-month pitch process was led by client-agency marketing consultancy AAR Group out of London.

### **About Mandarin Oriental Hotel Group**

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the world's most luxurious hotels, resorts and residences. Having grown from its Asian roots into a global brand, the Group now operates 36 hotels and nine residences in 24 countries and territories, with each property reflecting the Group's oriental heritage, local culture and unique design. Mandarin Oriental has a strong pipeline of hotels and residences under development, and is a member of the Jardine Matheson Group.

Further information is available on our Social Media channels and website: [www.mandarinoriental.com](http://www.mandarinoriental.com), including the Photo Library and Media Centre. Alternatively, please contact:

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