



## Petco Names Horizon Media as its Strategic Media Agency of Record

January 14, 2019

### Leading pet retailer rounds out full agency roster to support ongoing transformation efforts

SAN DIEGO, Jan. 14, 2019 /PRNewswire/ -- Petco today announced it has selected New York-based Horizon Media as its strategic media agency of record in support of the company's ongoing retail and marketing transformation efforts.



"This is an incredibly exciting time for Petco," said Tariq Hassan, Petco Chief Marketing Officer. "We are undergoing a transformation to become the most trusted partner for pet parents, which requires enhancing our marketing capabilities to allow us to identify, engage and inspire our customers in real time."

The selection follows just weeks after Anomaly was named the company's creative agency of record, and was the result of a review process initiated in the Fall of 2018 and managed by MediaLink.

"In Horizon, we've found a partner with the ability to combine data and technology with the creativity required to connect with pet parents and drive business results," said David Grubb, VP of Media for Petco.

Horizon will begin working with Petco immediately to deliver fully-integrated media planning and buying across paid channels and strategic integration with both Anomaly and Edelman, Petco's PR agency of record.

"Petco is a longtime champion for pets and recently made the bold move to no longer carry any pet food containing artificial ingredients. This is true leadership and vision," said Bill Koenigsberg, President, CEO and Founder of Horizon Media. "We are both fueled by passion and ambition, and I know we will make an incredible partnership as Petco continues to evolve its brand, innovate the in-store experience and transform e-commerce opportunities across its entire portfolio of pet nutrition, products and services."

#### About Petco and the Petco Foundation

Petco is a leading pet specialty retailer with more than 50 years of service to pet parents. Everything we do is guided by our vision for Healthier Pets. Happier People. Better World. We operate more than 1,500 Petco and Unleashed by Petco locations across the U.S., Mexico and Puerto Rico; complete pet care services and veterinary advice through [PetCoach](#); and [petco.com](#). [The Petco Foundation](#), an independent nonprofit organization, has invested more than \$230 million since it was created in 1999 to help promote and improve the welfare of companion animals. In conjunction with the Foundation, we work with and support thousands of local animal welfare groups across the country and, through in-store adoption events, help find homes for more than 400,000 animals every year.

#### About Horizon Media

[Horizon Media](#), Inc. is a global leader in the performance-driven application of data and marketing insights and the second largest media agency in the US (Source: COMvergence Agency Report, May 2018). The company was founded in 1989, is headquartered in New York with offices in Los Angeles and Toronto. Recognized as one of the world's ten most innovative marketing and advertising companies by Fast Company, Horizon Media has been recognized as U.S. Media Agency of the Year by Adweek and AdAge, and Independent Media Agency of the Year by Mediapost. Renowned for its incredible culture, Horizon is also consistently named to all the prestigious annual Best Places to Work lists published by Fortune, AdAge, Crain's New York Business and Los Angeles Business Journal. Bill Koenigsberg served as the Chairman of the 4A's Board of Directors from 2014 to 2017, and currently serves as Vice Chair of the 4A's Board of Directors. Bill was the first person from a media agency to hold this prestigious position in the 100-year history of the 4As, the marketing industry's leading trade association. Horizon Media is the second largest US media agency (COMvergence Agency Report 2018), with estimated billings of more than \$8.6 billion and over 2,300 employees.

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