

Client: Consumer Analyst Group of Europe (CAGE)

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Cubitt lands FMCG work

The Consumer Analyst Group of Europe (CAGE) has handed a brief to Cubitt Consulting as it hosts its first annual conference.

The independent, non-profit, investment industry association for the fast-moving consumer goods (FMCG) sector has established a European arm, having run high-profile conferences in the US for 40 years.

Cubitt has helped promote the event, taking place in London this week, to investors. It will also facilitate meetings between consumer goods firms and 150 institutional investors in attendance.

The account is a project brief, but may become a more regular relationship, as CAGE plans a series of conferences targeting European audiences.

The conference will be addressed by representatives from firms such as Kraft, Nestlé and Unilever, as well as WPP Group chief executive Sir Martin Sorrell.



Tasty FMCG project brief