

Shell places four WPP agencies on its creative agency roster

Four WPP agencies have been appointed to Shell's eight-strong global "Creative Agency of the Future" roster. Shell has also appointed WPP's MediaCom to handle global media planning and buying, following a comprehensive pitch process.



Mark Read, chief operating officer, WPP.

The WPP companies on the global roster – which covers strategy and planning, insight-led creative ideation, digital, B2B and trade marketing, shopper marketing, influencer engagement and consumer and B2B PR – are Wunderman, H+K Strategies, Geometry Global and Mirum.

MediaCom was reappointed as Shell's global media agency of record and will continue to oversee all media planning and buying duties in 40 markets globally.

Strategic, collaborative partners

Jason Warnes, global client partner at Wunderman, who led the creative pitch for WPP, has been appointed as WPP's global client lead for Shell to manage the expanded relationship.

Mark Read, chief operating officer of WPP, said: "Shell was looking for strategic, collaborative partners with a digital-first mindset to form a collective 'Creative Agency of the Future', underpinned by best-in-class media and data capabilities.

"We are delighted with the outcome of both the creative and media reviews, which demonstrates the strength of our companies, our flexibility and adaptability as a group, and our enduring ability to win the trust of the biggest global clients.

"We look forward to continuing to work closely with Shell to help them transform their communications platform and achieve their business goals."

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