Booking.com Sends $220 Million U.S. Creative Account to Anomaly

Booking.com has selected Anomaly as its U.S. creative agency of record following a review. The agency will handle the account out of its New York office. Anomaly deferred a request for comment to the client, which has yet to respond. A source with direct knowledge of the matter confirmed the selection, however, identifying BBDO and… https://www.adweek.com/brand-marketing/booking-com-sends-220-million-u-s-creative-account-to-anomaly/