CarMax Selects 72andSunny Los Angeles as Creative Agency of Record



CarMax has named 72andSunny as its new creative agency of record, following a competitive review. The nation's largest used-car-only retailer is parting ways with The Martin Agency, its creative partner since 2019.

72andSunny's Los Angeles office will lead the account, overseen by managing director Emily Connelly and executive creative director Lauren Smith. The first work from the partnership is expected to roll out this summer. CarMax is looking to develop ads that highlight the company's omnichannel buying experience, which allows people to shop online, in-person, or a hybrid of both.

According to MediaRadar, CarMax spent $148 million on advertising within the U.S.

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