Combs Enterprises Selects Droga5 as Global Creative Agency of Record

Combs Enterprises, a business venture from celebrity business mogul Sean “Diddy” Combs, has appointed Accenture-owned Droga5 as its global agency of record across several brands. The appointment comes as Combs Enterprises outlines ambitions to grow across the entertainment, luxury and lifestyle categories. Combs Enterprises will work with both Droga5 New York and Droga5 London, which was recently selected as Adweek International Agency of the Year.

“At Combs Enterprises, we have clear ambitions to expand our entertainment, wine & spirits and lifestyle brands with reinvigorated focus on key products and initiatives,” Combs Enterprises vp, global marketing spirts Ingrid Best said in a statement. “By partnering with a creative and cultural force like Droga5 and tapping into the top-notch creativity and strategic thinking from its teams in New York and London, we will no doubt bring an energy to the market and culture at large that only we can bring together. We look forward to unveiling our category shaking work next year.”

Droga5 will be responsible for developing creative and strategy connected across the entire brand experience. Droga5 London will work with Combs Enterprises’ luxury tequila brand DeLeón, beginning with a U.S. campaign expected to debut some time next year.

“We are thrilled to be working with Sean Combs and the entire team at Combs Enterprises,” Droga5 London CCO David Kolbusz said in a statement. “We want to start by turning the world’s

best tequila into a legacy brand. By harnessing the power of creativity and connecting it across the Combs Enterprises brands we can give customers the experience they expect, demand and deserve. Let’s go.”

The appointment follows a series of recent new business wins for Droga5, including Droga5 New York being appointed as agency of record for athleisurre brand Lululemon. Back in August, ViacomCBS selected Droga5 for a rebrand of its CBS All Access streaming service.

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