

How Coca-Cola's Mammoth Agencies Review Is Impacting the Industry

After Coca-Cola spent 11 months reviewing its global marketing, the iconic advertiser finally found a winning partner in the world's largest advertising holding company, WPP. Monday's announcement, however, left more questions than answers about the review.

Recommended articles

<https://www.adweek.com/agencies/how-coca-colas-mammoth-agencies-review-is-impacting-the-industry/>