How Wieden+Kennedy Staffers Will Remember David Kennedy

In October, the advertising industry lost one of the greats at the age of 82. David Kennedy, alongside business partner Dan Wieden, together grew one of the world's most respected independent agencies. Working prominently with brands such as Nike, Honda and Coca-Cola, among many other major global brands, the agency brought a new breed of energy to marketing and put Portland, Ore., on the map as a hub of creativity.



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