

Indeed Hires 72andSunny as Global Creative AOR Amid AI Job Market Disruption

Job hunting site Indeed has named Stagwell's 72andSunny its global creative agency of record as AI irrevocably reshapes the job market.

The appointment expands a years-long project-based relationship into a partnership spanning creative, strategy, brand marketing, and product marketing. 72andSunny's previous work with Indeed includes global campaign "The World Can Work Better," which launched across the U.S., France, and the U.K. in 2023.

Indeed's media spend is estimated at \$167 million annually, according to COMvergence.

"We've spent years building a foundation of creative excellence with 72andSunny and are thrilled to deepen that collaboration," said Jennifer Warren, vp of marketing at Indeed, in a statement.

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