Pizza Hut Sends $227 Million Creative Account to GSD&M

Pizza Hut selected GSD&M as its creative agency of record, following a review launched in March that saw the brand part ways with incumbent Droga5. The brand informed GSD&M of its decision today when its marketing team showed up at the agency’s Austin headquarters in a bus filled with pizza and champagne. Celebrating with the… https://www.adweek.com/agencies/pizza-hut-sends-227-million-creative-account-to-gsdm/