SapientRazorfish Lays Off 100 in U.S. as Publicis Prepares to Retire the Brand, Sources Say

SapientRazorfish, the “digital transformation agency” created by the union of SapientNitro and Razorfish, went through a U.S. restructuring this week. Sources who spoke to Adweek on condition of anonymity said multiple offices were affected, with one putting the total number of layoffs at approximately 100. The same sources characterized the move as the beginning of…
https://www.adweek.com/agencies/sapientrazorfish-lays-off-100-in-u-s-as-publicis-prepares-to-retire-the-brand-sources-say/

Ogilvy Fires Worldwide CCO Tham Khai Meng After Internal Investigation

Ogilvy terminated its longtime global creative leader Tham Khai Meng today after employees complained about unspecified violations of company policy, according to an internal memo from CEO John Seifert. In the memo, sent to all staff today, Seifert mentioned complaints “regarding the behavior of Tham Khai Meng” that came to his attention two weeks ago….
https://www.adweek.com/agencies/ogilvy-fires-worldwide-cco-tham-khai-meng-after-internal-investigation/

GSD&M Launches Strategy Studio to Expand Its Strategic Leadership Responsibilities

Austin-based creative agency GSD&M is launching a strategy studio consisting of general marketing strategists and decision sciences specialists. Through the creation of the new model, the agency hopes to meet increased client demand for strategic leadership from creative agency partners, delivering comprehensive strategic leadership and deeper insights to clients by combining its strategic practices in… https://www.adweek.com/agencies/gsdm-launches-strategy-studio-to-expand-its-strategic-leadership-responsibilities/

Wasserman’s Laundry Service Parts With CEO Jason Stein and Lays Off 40-60 Employees

Creative agency Laundry Service and its production wing Cycle went through a large-scale “restructuring” today, parting with founder and CEO Jason Stein as well as dozens of staff members. Wasserman, the talent management company that acquired Laundry Service in 2015, confirmed Stein’s departure in a statement. It also confirmed that three leaders will

succeed him:… https://www.adweek.com/agencies/wassermans-laundry-service-parts-with-ceo-jason-stein-and-lays-off-40-60-employees/

Omnicom Digital Strategy Consultancy TLGG Expands to the U.S.

Digital strategy consultancy TLGG is expanding to the U.S. with an office in the New York hub of parent company Omnicom. The move will allow TLGG to offer its digital strategy, business model innovation and organizational development consulting services to U.S. clients. Katrin Zimmermann will lead the New York office's operations and clients as managing… https://www.adweek.com/agencies/omnicom-digital-strategy-consultancy-tlgg-expands-to-the-u-s/

Lawyers for WPP and Martin Sorrell Exchange Letters Over Ex-CEO's 'Unlawful' Attempt to Acquire MediaMonks

The spat between WPP and former CEO Martin Sorrell over the future ownership of digital production company MediaMonks

quickly escalated into a potential legal battle this week. The Guardian first reported late Thursday that the holding group Sorrell ran for 33 years sent a letter to his London-based law firm, Lewis Silkin, arguing that any… https://www.adweek.com/agencies/lawyers-for-wpp-and-martin-sorrell-exchange-letters-over-ex-ceos-unlawful-attempt-to-acquire-mediamonks/

Dentsu Aegis' Isobar Promotes 3 Executives to Global C-Suite Level

Isobar, a Dentsu Aegis-owned digital agency network, announced today that it has elevated three of its executives to the global C-suite level, effective immediately. Sue McCusker has been appointed chief client officer, Caroline Dean named chief marketing officer and Vikalp Tandon becomes chief technology officer, all of which are new roles. Previously, McCusker, Dean and… https://www.adweek.com/agencies/dentsu-aegis-isobar-promotes-3-executives-to-global-c-suite-level/

Publicis Group Chief Data

Officer Announces His Exit After 13 Years

Publicis Groupe chief data officer Jason Kodish announced his resignation today in a lengthy all-staff email he seemingly copied and pasted into a public LinkedIn post. Kodish starts the email warning his colleagues that it will be a “long one” but not the “farewell email that you expect from me,” void of any “f-bombs or… https://www.adweek.com/agencies/publicis-group-chief-data-officer-announces-his-exit-after-13-years/

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3 Key Lessons in Marketing From the Top Leaders at ClassPass, Bark and Peloton

Experimentation and authenticity: two key factors that leaders from Bark, Peloton and ClassPass use for their respective companies. At the third annual Evolving E conference in New York City, held by GGV Capital and Max Ventures, Graham Stanton, co-founder of Peloton, Jay Livingston, CMO at Bark and Joanna Lord, CMO at ClassPass, came together at… https://www.adweek.com/digital/3-key-lessons-in-marketing-from-the-top-leaders-at-classpass-bark-and-peloton/

Advertising Executives Share Their Cannes Survival Tips

On top of the JW Marriott in Cannes, France, top marketing executives gathered to discuss the best practices of omnichannel marketing. But, since this was only the opening night of the Cannes Lions festival, the conversation’s topic (and surrounding soir?e) soon turned to helpful advice on surviving the week ahead. Burger King’s global head of… https://www.adweek.com/creativity/advertising-executives-share-their-cannes-survival-tips/