Droga5 Goes Through Its Third Round of Layoffs This Year

Droga5 went through its third round of layoffs this year. An agency representative confirmed the staffing reductions but declined to elaborate. Around two dozen employees were affected, according to a source with direct knowledge of the matter. The move appears to be part of the same restructuring process that resulted in earlier layoffs at the… https://www.adweek.com/agencies/droga5-goes-through-its-third-round-of-layoffs-this-year/

WPP Co-COO Mark Read Responds to Allegations Against Martin Sorrell in All-Staff Memo

In a memo sent out to all WPP employees around the world this morning, holding company co-COO and Wunderman chief executive Mark Read struck a tone of mutual respect and reassurance following reports by The Wall Street Journal and The Financial Times that claimed former CEO Martin Sorrell resigned while the company's board of directors… https://www.adweek.com/agencies/wpp-co-coo-mark-read-responds-to-allegations-against-martin-sorrell-in-all-staff-memo/

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27 Senior Agency Leaders Who Are Charting a New Course for the Creative Industry

Yesterday’s upstarts have become today’s top-level talent, ushering in a new, digitally native generation of leadership. While many of them first arrived in the advertising world to find it dangerously complacent, those wise and bold enough to chart a path forward have helped reshape the industry. You may not have already known their names, but… https://www.adweek.com/creativity/27-agency-senior-leaders-2018/

Verizon Gets a New CEO as the Race to 5G Heats Up

Verizon is tapping a new leader as it heads toward a pivotal juncture in the future of wireless service. The country’s biggest cell carrier announced on Friday that its current chief technology officer, Hans Vestberg, will succeed CEO Lowell McAdam in August. The move seems to suggest Verizon is placing more priority on the fast-approaching… https://www.adweek.com/digital/verizon-gets-a-new-ceo-as-the-race-to-5g-heats-up/

WPP Parts With Former JWT CEO Gustavo Martinez 2 Months After Settling Sexual Harassment Case

More than two years after a sexual harassment lawsuit filed against Gustavo Martinez upended the ad industry and two months following the settlement of said suit, WPP and the former JWT CEO have announced that they will go their separate ways. Campaign first broke the news this afternoon. “Gustavo Martinez and WPP have agreed it… https://www.adweek.com/agencies/wpp-parts-with-former-jwt-ceo-gustavo-martinez-2-months-after-settling-sexual-harassment-case/

Q&A: Joseph Gordon-Levitt on Why His Content Studio Is Expanding With New Branded Content Division

HitRecord, the eight-year-old content studio from actor Joseph Gordon-Levitt, is adding a branded content division. The Los Angeles company, which taps into a creative community of roughly 650,000 creators in 193 countries, has already worked with brands like Wag!, LG and Levis, but much of that work has come through calls to Gordon-Levitt’s talent agency,… https://www.adweek.com/brand-marketing/qa-joseph-gordon-levitt

-on-why-his-content-studio-is-expanding-with-new-branded-content-division/

This Agency Makes Disruption a Priority for Every Campaign

At creative activation and content marketing agency Kamp Grizzly—which has offices in New York and Portland, Ore.—disruption is part of every creative brief. “A lot of what we’re focused on these days” is finding ways to “create such a stir that it’s unavoidable,” said agency founder Dan Portrait. At CES, for example, the agency promoted… https://www.adweek.com/agencies/kamp-grizzly-knows-how-to-disrupt-a-conversation/

Meet the Heart Behind Lush’s Ethical Campaigns

Brandi Halls wanted to be a vet when she first saw Free Willy at age 12. Two decades later, she’s held onto her dream of dedicating herself to animals—albeit in a less conventional way. Now the director of brand communications at Lush, Halls spearheads national campaigns centering around causes the cosmetics company has championed for… https://www.adweek.com/brand-marketing/meet-the-heart-behind-lushs-ethical-campaigns/

Starbucks Executive Chairman Howard Schultz Announces Plans to Leave Company

Howard Schultz is leaving Starbucks at the end of the month. “I set out to build a company that my father, a blue-collar worker and World War II veteran, never had a chance to work for,” Schultz said in a letter to current and former Starbucks partners. “Together we’ve done that, and so much more,… https://www.adweek.com/brand-marketing/starbucks-executive-chairman-howard-schultz-announces-plans-to-leave-company/

McKinney Names New CEO, Eliminates President Position

McKinney has named Joe Maglio as its new CEO, effective October 1. Current chairman and CEO Brad Brinegar will remain with the agency in a chairman role at least through 2020. “Last year, I began thinking about succession, and as part of that, we decided we were going to make a change in our New… https://www.adweek.com/agencies/mckinney-names-new-ceo-eliminates-president-position/