72andSunny Continues Reorganization, Spinning Off Production Unit Into Hecho Studios

Hecho En 72, the production company housed within MDC Partners agency 72andSunny, will become its own company. The announcement, which went out to staff yesterday, marks the latest and perhaps most dramatic step in the reorganization of the 72 organization, which parted with just under 5 percent of staff in its L.A. headquarters last week…. https://www.adweek.com/agencies/72andsunny-continues-reorganization-spinning-off-production-unit-into-hecho-studios/

United Adworkers Says It Requested Dan Fietsam's Resignation Following Sexual Harassment Allegations

Following news that Milwaukee agency Laughlin Constable had fired CCO Dan Fietsam, who also resigned from his role as president of United Adworkers following unspecified allegations of sexual harassment, the UA organization posted a letter yesterday sharing "additional context surrounding the events and our subsequent actions." United Adworkers originally shared a letter in which Fietsam… https://www.adweek.com/agencies/united-adworkers-says-it-reque

sted-dan-fietsams-resignation-following-sexual-harassment-allegations/

Martin Sorrell Plans His Return to the Ad Industry Via Little-Known Shell Company

Martin Sorrell’s much-hyped absence from advertising is proving quite short lived. According to a report that ran in the U.K.’s Sky News this afternoon, the now-former leader of WPP looks to re-enter the ad industry in much the same way he did before: by taking over a shell company. The story by Sky reporter Mark… https://www.adweek.com/agencies/martin-sorrell-plans-his-return-to-the-ad-industry-via-little-known-shell-company/

Laughlin Constable Fires CCO in Wake of Sexual Harassment Allegations

Milwaukee independent agency Laughlin Constable fired CCO Dan Fietsam after unspecified sexual harassment allegations were made against him, according to an email he wrote to employees before his departure. “Based on information brought to our attention late last week, we terminated our CCO’s employment

as of May 26," Laughlin Constable CEO Mat Lignel wrote in… https://www.adweek.com/agencies/laughlin-constable-fires-cco-in-wake-of-sexual-harassment-allegations/

72andSunny Parts With 5% of Staff in Its L.A. Headquarters

MDC Partners' 72andSunny laid off an unspecified number of employees amounting to "less than 5 percent" of total staff in its Los Angeles office this week, several days after its relationship with Infiniti came to an end. According to a statement from an agency spokesperson, the company is currently undergoing an internal reorganization in order… https://www.adweek.com/agencies/72andsunny-parts-with-5-of-staff-in-its-l-a-headquarters/

Defamation Suit Filed Against Diet Madison Avenue May Test the Limits of Speech on Social Media

In what would appear to be the first direct legal challenge to the Diet Madison Avenue Instagram account, former CP+B chief

creative officer Ralph Watson has filed a civil case accusing it, along with two anonymous parties who allegedly help run the account, of defamation. Campaign first reported on the suit earlier today. The case… https://www.adweek.com/agencies/defamation-suit-filed-against-diet-madison-avenue-may-test-the-limits-of-speech-on-social-media/

Droga5 Names Agency Veteran Neil Heymann as Its New Chief Creative Officer

Independent agency Droga5 today announced that it has promoted executive creative director and eight-plus-year veteran Neil Heymann to the role of chief creative officer, effective immediately. Heymann will lead a 167-person department, reporting to founder and creative chairman David Droga and overseeing all campaigns produced by the shop, which was Adweek's U.S. Agency of the… https://www.adweek.com/agencies/droga5-names-agency-veteran-neil-heymann-as-its-new-chief-creative-officer/

Hulu Snags 2 VPs From Netflix

and Samsung to Head Up Content and Brand Marketing

Hulu announced today that it has hired two vps, one from Netflix and one from Samsung, to head up the brand's marketing teams. Ryan Crosby and Nick Tran will start in June and report to Hulu marketing chief Kelly Campbell. "During a critical time for Hulu, we're excited to bring in two new vice presidents…
https://www.adweek.com/brand-marketing/hulu-snags-2-vps-from-netflix-and-samsung-to-head-up-content-and-brand-marketing/

Q&A: How One Media Agency Finds a Balance Between Working With Big Brands and Startups

Many in marketing want to work at the hottest new company "disrupting" a certain kind of business, be it shaving, pharmacies or even milk. But most ad agencies don't have that luxury, especially if they're owned by parent companies that report, first and foremost, to their investors. Media network PHD is part of Omnicom, the…
http://www.adweek.com/agencies/qa-how-one-media-agency-finds-a-balance-between-working-with-big-brands-and-startups/

UM Hires Global Chief Financial Officer Away From WebMD

Universal McCann’s new global chief financial officer is a familiar face. The agency brought Jason Rosenbaum back to take on the role, following around three and a half years at WebMD, where he served as vice president, strategic pricing and yield management. UM global CEO Daryl Lee announced the appointment in an internal memo last… http://www.adweek.com/agencies/um-hires-global-chief-financial-officer-away-from-webmd/