

Ford appoints BBDO as global creative lead

NEWSWATCH: The automotive giant has appointed BBDO as its new lead creative agency, after 75 years with WPP, effective 1 November.



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[Adweek](#) reported that Omnicom-owned digital experience agency Organic and TLGG Consulting will be part of the team handling the business, and Wieden+Kennedy has been selected as innovation partner for selected projects, having introduced a new agency model for the account.

While WPP's GTB network will remain part of the team. "WPP will be responsible for activating the Ford brand through key channels and regions, through its global Ford agency GTB as well as other WPP agencies," according to a statement issued by WPP.

"WPP agencies will continue to handle activation, including media planning and buying, digital and production. These responsibilities also include Tier Two advertising work in the US, the China advertising operations with its joint venture partner, all Lincoln advertising, and all the Ford public relations business.

"WPP will work closely with Ford on the shape of its future relationship and the impact on its people."

“ pic.twitter.com/IJwgxSda3 — Boniswa Pezisa (@BoniswaPezisa) [October 8, 2018](#) ”

For more:

- [Ford introduces new agency model, names BBDO as creative lead after 75 years with WPP](#) - *Adweek*
- [Ford picks BBDO as lead creative agency in blow to Britain's WPP](#) - *Reuters*
- [Have you clicked on a Ford ad lately? Probably not, which is why Ford just unveiled a new creative team](#) - *Fast Company*