
WIEDEN+KENNEDY TO HIRE FOR 'THINK TANK'

The logo for Wieden + Kennedy, featuring the company name in white text on a black rectangular background. The text is arranged with 'Wieden' on the top line and 'Kennedy+' on the bottom line.

Wieden + Kennedy, London will open a new unit called Platform, which will act as a think tank to help clients with creative work not related to advertising or marketing. The new unit seeks to hire computer programmers, fashion designers, engineers, anthropologists, artists and others. Platform, which launches in September, already had two unnamed clients. It will be based at Wieden + Kennedy's London office. Wieden+Kennedy is an independently-owned US advertising agency best known for its work for Nike. Founded by Dan Wieden and David Kennedy in 1982 in Portland, Oregon, it is one of the largest independently-owned advertising agencies in the world.

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