
BARTLE BOGLE HEGARTY TO DECIMATE UK STAFF



BBH

Advertising agency Bartle Bogle Hegarty will lay off 10% of its staff in the United Kingdom. The firm blames the decline in advertising. The redundancies will target 40 people at the firm's 400-person London office. Earlier this year, the agency slashed salaries by 3.5%. BBH counts British Airways, Barclays Bank and Audi amongst its clients. Bartle Bogle Hegarty was founded by John Bartle, Nigel Bogle & John Hegarty in 1982. In 1997, Leo Burnett Worldwide purchased a 49% share in BBH; that share is now held by the Publicis advertising group. It has six offices worldwide - London, New York, Singapore, Tokyo, São Paulo and Shanghai, plus an "office" in *Second Life*. It employs more than 800 staff globally.

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