



OGILVYONE ADDS DIRECTOR OF EXPERIENCE PLANNING



Phil Buehler is joining OgilvyOne as director of experience planning. He joins the ad agency from Euro RSCG, where he oversaw its consumer and brand research initiatives as chief market scientist. CEO Miles Young called the appointment “fundamental to our growth plans.” The agency currently has 100 analytic experts, 60 planners and 30 marketing consultants in North America, according to a press release. The agency also boasts a network of more than 450 offices in 120 countries.

<https://blog.granted.com/>