
PAYPAL SEEKS AD AGENCY



PayPal is actively searching for an advertising agency, a one-stop shop that will cover all of their needs. Chief among the agencies tasks will be increasing brand loyalty. The scope of PayPal's services are being highlighted in their proposal, attempting to both position and cement the company in the minds of consumers as the de facto payment system for online financial transactions. The launch last October of Amazon's mobile payment system is an example of competitors innovating and keeping pressure on PayPal to distinguish itself. Historically PayPal has used numerous ad agencies on a per project basis.

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