
OMNICOM GETS CHEVY ACCOUNT



Reuters: GM has decided to move its advertising account for its flagship brand Chevy to the Omnicom Group agency. The change comes concurrently with the arrival of former Hyundai marketing chief, Joel Ewanick, who made the decision to place the brand in the hands of Omnicom Group's Goodby, Silverstein and Partners. Ewanick, according to Reuters, was hired by the government owned auto maker to shake things up at GM, whose marketing strategies of late were seen as too conservative. Ewanick worked with Goodby at Hyundai and has been credited for his aggressive campaigns that brought a significant increase in sales and market presence for the Korean based manufacturer.

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