
DONER LOSES MAZDA ACCOUNT



Crain's Detroit Business: [W.B. Doner & Co.](#), which does business as Doner, has announced that it has lost the [Mazda](#) account. The account, which Doner has had since 1997, is valued at an estimated \$150 million and comprises 20 percent of the ad firm's business. The firm came up with the both popular and successful "Zoom Zoom" advertising campaign for the Japanese automaker. There have been other recent shake-ups in the auto ads business. [Ford](#) recently cut ties with [Cambell-Ewald](#) after a 91 year relationship and [BBDO North America](#) lost its account with [Chrysler](#). Based in Southfield, Mich., Doner has offices throughout North America, as well as in London, and does business in more than 30 countries for clients including Amazon.com, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Oil and Sherwin-Williams.

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