
GM TO GO WITH NEW FIRM ON CHRYSLER BRAND



The Detroit Free Press: GM has decided to move its Chrysler account to a new ad agency. It's moving from [Bartle Bogle Hegarty](#) to Minneapolis based firm [Fallon Worldwide](#). The account is estimated to be worth almost \$300 million. GM, trending alongside other auto makers, has recently made moves for some of its other well known brand accounts, most recently with Cadillac, which, coincidentally, it awarded to Bartle Bogle. Bartle Bogle is a UK firm that has offices in the Big Apple. Much of the adman shakeup is due to GM's recent hire of Joel Ewanick as VP of marketing. The company has significantly paired down its overall operations and consolidated its brands and branding efforts in the wake of the government bailout of last Spring.

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