
MONO NOW AGENCY OF RECORD FOR MSNBC



MSNBC has selected Minneapolis ad agency Mono as its agency of record in marketing and advertising efforts, reports the *Minneapolis Star Tribune*. Mono, which was recently named the small agency of the year by Advertising Age, has previous experience working with television organizations. The agency previously created the “Characters Welcome” brand five years ago that is still in use today.

MSNBC Chief Marketing Officer Sharon Otterman hailed Mono’s creative work.

“The MSNBC audience is passionate, and we’re poised for tremendous growth with further investment in our brand,” Otterman said.

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