
BRITISH AGENCY OPENING IRVINE OFFICE



Britain-based ad agency WPP PLC announced it is bringing 100 jobs to Orange County through an agreement with Mazda North American Operations based in Irvine.

WPP PLC plans to open a new agency, Team Mazda, by October, the Orange County Business Journal reports. Open positions will include human resources, creative staff and account executives. About half of the positions will be filled by staff at existing WPP offices around the world with the remainder coming from within the United States.

An initial 100 workers will be hired in October and more workers will be hired as the workload increases. Estimates are the agency could employ more than 150 people by the beginning of the year.

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