
ANHEUSER-BUSCH ADDS ANOMALY TO AGENCY STABLE



According to a report in Advertising Age, Anheuser–Busch has added Anomaly to its list of U.S. advertising agencies.

The addition of Anomaly “means new competition for Omnicom Group’s DDB, which has been the lead agency for the iconic Budweiser brand in the U.S. since the mid-1990’s,” Advertising Age said.

Anomaly was founded in 2004 and is considered a “new-model” multidisciplinary marketing communications firm/advertising agency with offices in New York City and London. The agency has previously done work for Coke’s Dasani and Golden Peak Tea brands, according to the report from the St. Louis Business Journal.

Another ramification of Anomaly’s addition is it will open up the selection process for Super Bowl ads, Ad Age said. That will mean additional competition for St.Louis-based Cannonball Advertising and Promotion.