
DELL TAPS THREE NEW AGENCIES TO OVERSEE CREATIVE & MARKETING



Dell has hired on the Montreal-based independent ad agency, Sid Lee, as the company's new consumer-marketing agency. Additionally, Dell hired on Havas' Arnold in Boston to take charge of the creative for the company's small to medium business sector. Late last month, the Minneapolis-based Barrie D'Rozario Murphy took over the creative duties for the public portion of Dell's accounts. Bob Kaufman told Ad Age, "In addition to Y&R, Dell has added three new creative agencies to the portfolio. The three new agencies add to the bench strength Y&R brings to the table." Dell will keep on the marketing agency Y&R to help manage its portfolio. "We think this team we have now is very strong and we look forward to continuing our work with Y&R and the new agencies added to the team," Kaufman also told Ad Age.

<https://blog.granted.com/>