



CREATIVE ASSIGNMENT OF HSBC HAS MULTIPLE TAKERS.

HSBC bank has divided its creative team among JWT, Grey and Saatchi & Saatchi, with the bulk of the business now at JWT and Grey. The process actually began last year and involved an outside consultancy that specializes in procurement and supply chain optimization. It has four core lines of business: investment banking, commercial banking, private banking and retail banking.

Read the full article here:

[HSBC's Creative Review Ends in a Split Decision](#)

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