



MULTIPLE AGENCIES HANDLE HSBC'S CREATIVE ASSIGNMENT'S.

The article is about Creative Assignment of HSBC has multiple takers. - Advertisement Journal. HSBC has appointed Grey London, Saatchi & Saatchi, as well as incumbent JWT, to handle its estimated \$600m global advertising business, following a closed review. The appointment follows a review of HSBC's global creative and media accounts launched in October 2012. BBDO and McCann Erickson were also involved in the pitch.
Read the full article here:

[Creative Assignment of HSBC has multiple takers. - Advertisement Journal](#)

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