
BBDO ATLANTA CUTS 30 JOBS, INCLUDING C-LEVEL

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Ad agency BBDO Atlanta has cut 30 jobs, or 10% of its workforce, across all departments. Chief Creative Officer Marcus Kemp was also let go. Rumor says the agency may lose a major client, Capital One Bank. BBDO is a worldwide advertising agency network, headquartered in New York. Formed through a merger of Barton, Durstine & Osborn and Batten in 1928, BBDO has 17,200 employees in 287 offices in 77 countries.

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