

Agency news you need to know this week

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Credit: Tom, Dick & Harry

We've seen our fair share of spooky campaigns so far and now agencies themselves are getting into the fun this Halloween. Atlanta-based Chemistry is using Halloween as a new business opportunity by asking potential clients to “scare” them by telling them about a business problem they would like the agency to solve. The deadline for clients to reach out is, of course, Oct. 31.

“This Halloween, tell us your most gruesome business problem and we’ll bring you some spine-tingling creative solutions—cause all great ideas should be a little scary, right? No Tricks. OUR TREAT this time. DM us by 10/31 with whatever’s giving you nightmares and we’ll let you know if it’s terrifying enough for us to take a stab,” the agency wrote in an Instagram post.



Omnicom names new CSO



Alex Hesz

Credit: Omnicom Group

Alex Hesz is taking the role of exec VP and chief strategy officer at Omnicom Group effective Nov. 1. Hesz, who earlier worked for Omnicom Group's Adam&Eve/DDB and DDB Worldwide, most recently was global chief strategy officer at Dentsu International.

He joined Dentsu International less than a year ago before news hit of a restructuring that will fold the company into its Japanese unit, a move that led to Dentsu International CEO Wendy Clark's post being eliminated.

"I made the decision to join Dentsu International, the business strategy, geography and leadership were key parts of my decision," said Hesz in a statement. "In the intervening time, all three fundamentally changed, and though my role at the newly combined Dentsu would doubtless have been an exciting one, it was not one that fit with my perspective on the industry's direction, as well as my personal and family life."

Said Omnicom Chairman-CEO John Wren in a statement: "I've known Alex for years. He has one of the most brilliant minds in our industry and I've had the opportunity to see the impact of his work for our clients. We are pleased to welcome him back to Omnicom in a critical role."

Cereal brands choose agencies

Cereal brands were on the move this week. McCann has been named lead creative agency for Pebbles cereal without a review. McCann will also be partnering with the broader Post Consumer Brands portfolio to provide "strategic and go-to-market support," according to a statement from the agency. McCann had already worked with Post on several projects this year.

Leo Burnett, meanwhile, was named creative agency of record for Kashi. The agency will be creating a new visual identity for the brand and new work will launch in early 2023, the agency announced. The appointment marks an extension of Burnett's 73-year relationship with Kashi's parent company Kellogg Co.

"Leo Burnett brings a great understanding of our evolving target and is creating a plan that breaks through across channels to give Kashi the cultural relevance it needs to grow in the highly competitive natural and organics marketplace," Sarah Reinecke, Kashi's senior director of marketing, said in a statement.

Rethink promotes Mike Dubrick to Toronto chief creative officer

Creative agency Rethink promoted Mike Dubrick to chief creative officer of its Toronto office on Oct. 24. Dubrick, who joined the agency in 2011, previously served as its executive creative director. He has worked on accounts including Molson Coors, Ikea, Kraft Heinz, and WestJet. The position was previously held by Aaron Starkman, who was named global chief creative officer for the agency last year, according to a spokeswoman.

Tom, Dick & Harry Creative Co. celebrates 20th anniversary with both “Somethin” and “Nothin”

For its 20th anniversary, Chicago agency Tom, Dick & Harry Creative Co. partnered with a local brewery incubator to create customized beers. The craft beverages from Pilot Project Brewing come in two versions with cans that are meant to be creative canvases. The “I Got Nothin” pilsner has a nearly blank label, almost reminiscent of a whiteboard before a brainstorming session, while the “I Got Somethin” pale lager features designs to color in. Markers to doodle with accompany the beers and feature the agency’s 20th-anniversary logo. The brews debuted at an anniversary party at Pilot Project. They aren’t for sale, but are available to those who stop by the agency's office.

The agency produced 60 cases in its first run and looks forward to a second release.

Empower named agency of record by restaurant chain Zaxby’s

Zaxby’s, a Southern chicken chain, has named Empower as its media agency of record. “We are raising the bar on media planning, modeling, and measurement to deliver strong marketing investment returns for our system,” said Patrick Schwing, chief marketing and strategy officer at Zaxby’s, in a statement. Empower “has a strong track record of leading with consumer insights to build data-driven media plans,” he said. The company’s previous media AOR was Camelot.

Just briefly

Barkley has named **Reshma Karnick** as its first chief media officer. She previously served as a VP of data and technology solutions at MediaLink.

Seattle-based Agency **DNA** has named **Megan Meagher** as its first managing director. She most recently served as director of integrated marketing at outdoor retailer Backcountry.

Deloitte Digital has named **Megan Faith** as its U.S. chief design officer. She replaces Nelson Kunkel who has taken on another role within Deloitte's U.S. team, as chief marketing officer for sustainability, climate & equity.

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