

Unilever, WPP set up new team model in Singapore

Unilever and WPP have teamed with Unilever Foundry and its startup community to create an on-site collaboration in Singapore. This new team model, with expertise from various WPP agencies, is expected to provide innovative solutions for Unilever's numerous brands.

The new approach draws on talent from multiple agencies including Burson Cohn & Wolfe, Design Bridge, Geometry, Hogarth, J Walter Thompson/Mirum, Kantar, Mindshare, Ogilvy, Smollan, Verticurl, VML and Wunderman.

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