

# WPP merges VML and Y&R, creates new 'brand experience agency'

NEWSWATCH: It's been reported that WPP will merge creative agency Y&R and digital network VML to create a new entity called VMLY&R, marking new CEO Mark Read's first significant move just weeks after being appointed.



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Read stated that VMLY&R will be “a powerful brand experience offering and a core agency brand for WPP,” citing the two previous companies’ “complementary strengths spanning creative, technology and data services that make them a perfect match”.

“This is an important step as we build a new, simpler WPP that provides clients with a fully integrated offering and easy access to our wealth of talent and resources.”

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## VML South Africa launches new positioning - 'Creating Connected Brands'

VML South Africa 13 Mar 2018



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The global operation will be led by VML chief executive Jon Cook and will recruit more than 7,000 employees, with key offices in Kansas City.

Y&R global CEO David Sable is said to step down from that role to become non-executive chairman while continuing to support the newly formed agency, as reported by Adweek.



## What does the shuffling of the big guys mean for smaller agencies?

Andrew Macfarlane 20 Jul 2018



### For more:

- [WPP creates new brand experience agency VMLY&R](#) – wpp.com
- [WPP Officially Merges VML and Y&R, Creating a New ‘Brand Experience Agency’](#) - *Adweek*
- [WPP is merging Y&R with VML, forming VMLY&R](#) – *AdAge*
- [WPP Creates New Brand Experience Agency VMLY&R](#) - globalbankingandfinance.com
- [WPP creates new brand experience agency VMLY&R](#) - mediavataarme.com
- [WPP merges Y&R and VML with Tripti Lochan and Yi Chung Tay named as co-CEOs of new entity in Asia](#) - *Mumbrella Asia*

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