

WPP's Amsterdam team becomes JDE Peet's global creative partner

JDE Peet's, a coffee and tea company, has appointed WPP's Amsterdam team as its strategic creative partner.

Following a competitive process, JDE Peet's creative accounts were consolidated into an operating model to find a partner that would drive brand value through creative excellence.

The team, made up of experts from WPP, including Design Bridge, which already has a long-standing partnership with JDE Peet's and Wunderman Thompson, will work to align brand strategy and design with creativity in more than 40 markets.

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