

# 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



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.

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

Andrew Macfarlane 20 Jul 2018



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### 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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