

WPP's GTB acquires US advertising agency

WPP's full-service agency, GTB has acquired the United States-based advertising agency, Zubi Advertising Services, Inc. Zubi largely focuses on the American Hispanic market and has offices based in Florida, Los Angeles and Detroit.

Its current list of clients includes Ford, JP Morgan Chase Bank, N.A. and Dunkin' Donuts. This acquisition falls in line with WPP's efforts to strengthen its global account offerings in lucrative markets like the US.

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