

Electrolux selects Anomaly as its global agency

Following a three-way pitch by The Burnett Collective, Electrolux has selected Anomaly as its international agency. Anomaly has been tasked with growing Electrolux's brand and marketing strategy, managing its digital transformation, as well as the development of consumer experiences.

The account will be mainly managed from Anomaly's office in London with assistance from talent in the entire network. The agency's sphere of activity will centre around small domestic appliances and home care globally, as well as activity for Electrolux's domestic appliances across the EMEA region.

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