

McDonald's moves US media buying to Starcom

An *Adweek Alert* has reported that McDonald's has moved US media buying and planning from Omnicom's OMD to Publicis Groupe's Starcom.



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McDonald's is consolidating responsibility for its estimated \$1.6bn national media buying and planning to Publicis Groupe's Starcom as part of an effort to streamline its digital marketing strategy.

Particular attention is being given to a tighter integration between paid and earned/owned media programs, which aligns with the way more consumers connect with marketing messages, the brand's representatives told *Adweek*.

The move comes four months after Tariq Hassan was named CM.

For more, visit: <https://www.bizcommunity.com>