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AGENCY NEWS YOU NEED TO KNOW THIS WEEK

Sid Lee's new global chief creative officer, Laughlin Constable wins AOR for Vienna Beef, reimagining landmarks and more



By [Aleda Stam and Brian Bonilla](#). Published on April 07, 2023.



The Minnesota Department of Health launched a new campaign to combat vaping. Credit: Minnesota Department of Health

Laughlin Constable gets the beef

Chicago hot dog company Vienna Beef hired Laughlin Constable as its agency of record. The Midwest independent agency will be in charge of strategy, creative, social marketing, public relations and media for Vienna Beef. The agency will also help Vienna Beef improve merchandising efforts with its operator base.

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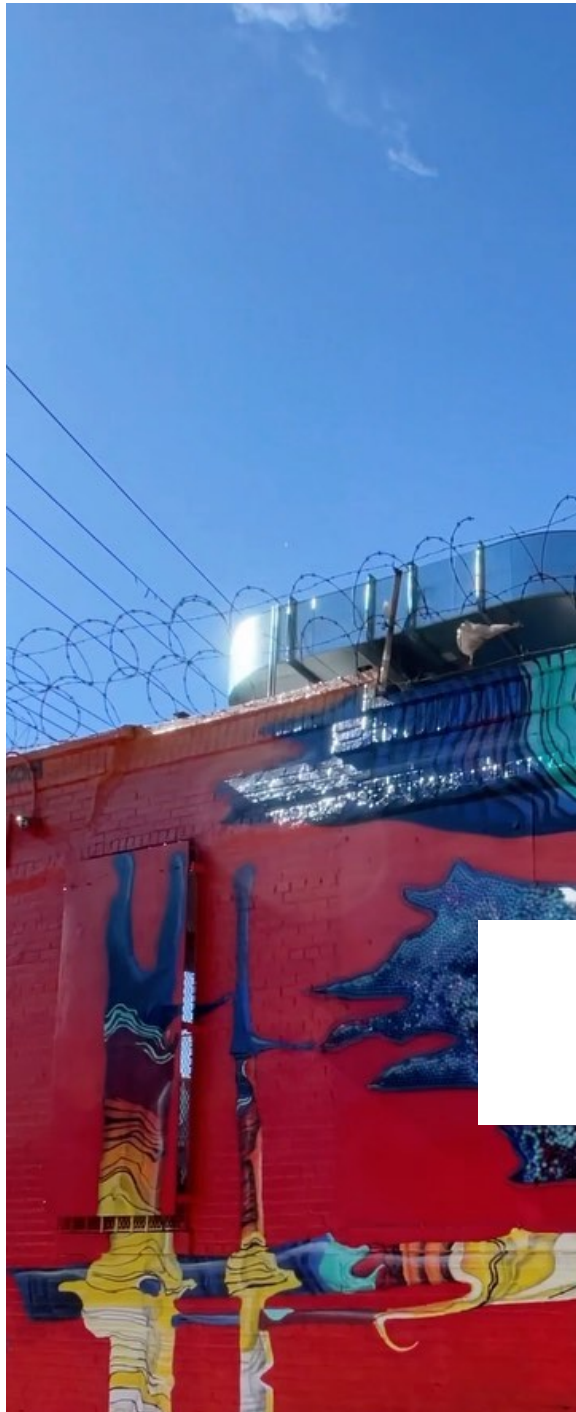
Laughlin Constable first worked with the company in 2021, when it created The Hot Dog Stand Challenge to drive hot dog lovers back to their favorite local Vienna Beef Hot Dog stands after pandemic shutdowns. The campaign also raised awareness for the brand and supported the Illinois Restaurant Association Educational Foundation's Restaurant Employee Relief Fund when more than 4,300 participants recorded nearly 30,000 hot dog stand visits.

Laughlin Constable, which has offices in Chicago and Milwaukee, was a "true strategic partner," Vienna Beef President Timothy O'Brien said in a statement. With the agency's help, Vienna Beef plans to strengthen its social media efforts and marketing to support its e-commerce site as well as expand into new markets. Last month, Vienna Beef was named the official hot dog of MLB's Milwaukee Brewers.

Lenovo reimagines outdoor landmarks

Lenovo is partnering with digital artists to redefine street art by recreating iconic places around the world with new quirks. In partnership with SuperHeroes NY, some of the world's top 3D creators, including @Shanef3d, @origiful and @hati.hati.mas, are using the new Lenovo Yoga Pro 9i laptop to fuse real-world graffiti and iconic streetscapes with creative digital imagery.

 **shanef3d**
Original audio



These projects include videos across Instagram, TikTok and YouTube such as a subway suddenly filled with colorful, writhing noodles or a clocktower that shifts form to include an actual hourglass. In the real world, the campaign came to life through an alliance with It's Nice That and a partnership between Bushwick Collective street artist Hoxxoh and @Shanef3d to create a digital version of a street art mural in Brooklyn, New York. In the video, the paint of graffiti peels itself off of the side of a building and twists toward the viewer.



hati.hati.mas
Original audio



Havas Media acquires Noise Digital

Havas Media Group acquired a majority stake in media performance and data analytics agency Noise Digital. The Vancouver agency will maintain its brand and integrate into Havas Media Group North America under the leadership of Noah Vardon, president of Havas Media Canada and Greg Walsh, CEO of Havas Media North America.

Trevor Carr founded Noise Digital in 1998 to help brands capitalize on data-informed media-buying strategies across consumer-packaged goods, consumer technology, media and entertainment, travel and healthcare spaces. Noise Digital represented an opportunity for Havas to expand its footprint across Canada and its expertise in digital performance and data technology, according to Vardon.

“It has been a fantastic match from the beginning,” he said in a statement. “The agency’s digital reputation and work speak volumes in terms of the level of expertise, further boosting our performance capabilities across North America and strengthening our national presence and team within Canada.”

More agency news

David Droga on Droga5’s recent departures and Accenture Song’s future

Judann Pollack

How Italy’s ChatGPT ban is disrupting Wunderman Thompson’s local office

Asa Hiken

The Goddard School hires Colle McVoy as creative agency partner

Aleda Stam

Clif Bar hires David as creative AOR

Brian Bonilla

Sid Lee names a new global chief creative officer

Sid Lee appointed Kristian Manchester, who has been with the agency for over 20 years, as its new global chief creative officer. He will be responsible for creative across the agency’s seven offices and the other agencies within the Sid Lee network, which includes Digital Kitchen, Yard, Bimm and Haigo.

Sid Lee’s Co-founder and CEO Philippe Meunier previously led creative for the agency since it was founded in 1993. Meunier will remain as CEO. This comes shortly after Tom Ramsden was appointed as U.S. CEO. Both Manchester and Ramsden will be focused on Sid Lee’s expansion in the sports and entertainment industries in the U.S.

Manchester most recently served as an executive creative director at the agency, where he worked on campaigns such as Adidas’s “House Party” and the “Walls are Meant for Climbing” for The North Face. He’s also worked with clients such as Sony, Hyundai Motors, Havana Club, Netflix and the Montreal Canadiens of the NHL.

Ogilvy Consulting’s new North America president

Ogilvy named Susan Machtiger to president of Ogilvy Consulting’s North America region, a newly created position. Machtiger, who previously served as a managing director, growth and innovation, first joined Ogilvy Consulting when it was founded a decade ago.

In the newly created role, Machtiger will oversee the practices services that span business growth and innovation strategy, business transformation, brand and marketing innovation, sustainability and behavioral science.

Minnesota goes old school to reduce vaping

The Minnesota Department of Health launched a new campaign to combat vaping using a medium no one can escape: infomercials. In partnership with marketing and communications agency Haberman, the “1-833-HEY-NORM”

campaign borrows from infomercials and low-budget lawyer graphics to help the youth have hard conversations about vaping.



The campaign, which launched on April 1, features a fully functioning phone and text hotline, 1-833-HEY-NORM, hosted by Norm Davidson, a well-meaning but dorky adult who uses corny puns to share the risks of vaping with teens. “I’ve helped nearly 11 teens talk to their friends about the harms of vaping, and I’m eager, no, desperate to help you too,” Norm exclaims while elevator music plays in the background.

Despite the quirky delivery, the campaign is rooted in how youth value friendship, loyalty and empathy, instead of just being the “fun police” to their peers, said J. Zachary Keenen, creative group lead, design director and partner at Haberman. “We created Norm to reinforce that peer influence is key to helping youth stop vaping, much more so than the constant stream of messages from adults,” he added in a statement.

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Just briefly

Dentsu’s **iProspect** hired its first executive VP, head of innovation in the U.S. **Whitney Fishman** takes on the role after most recently serving as group director, consumer insights and innovation at GroupM.

Butler, Shine, Stern & Partners named **Lauren King** director of digital media and activation. King is replacing Samantha Bartucci, who is now digital activation leader at Kimberly-Clark on Huggies.

Exverus Media launched its own PR department, which includes the hiring of **Michelle Andrade** as its public relations and communications manager.

TBWA\Worldwide acquired UK-based sports marketing agency **Dark Horses**.

Grand Haven, Michigan-based agency Haven has rebranded as **BrandHaven**. The agency recently gained notoriety for helping launch the “He Gets Us” campaign which included Super Bowl spots centered around rebranding the perception of Jesus.

Project Healthy Minds appointed **Bill Kolb** to its board of directors. Kolb, who is chairman and former CEO of McCann Worldgroup, worked personally to overhaul McCann’s mental health strategy during the pandemic.

Research firm **Fors Marsh** acquired minority-owned social impact agency **Brunet-Garcia**. “B|G will augment our creative and outreach capabilities and provide deep expertise in multicultural marketing and communications,” Ben Garthwaite, CEO of Fors Marsh, said in a statement.

Leap Group is rebranding its digital agency Leap Agency into **(human)x**. The new name as well as a new website and logo were created to reflect the agency’s individuality and vision for the future.

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