

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>