

## General Mills conducts agency reviews

[Campaign Live](#) reports that General Mills has launched a review into its creative agency arrangements for a number of its brands. General Mills had appointed Grey London as its lead agency in the United Kingdom in 2015.

The review is believed to be part of a regular review of General Mills' agency roster. General Mills works with a raft of agencies, while its global media planning and buying are managed by GroupM's Mindshare.

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