

## FCB named Groupon's global creative partner

FCB has been appointed as Groupon's global creative partner ahead of its brand repositioning timed to coincide with consumers emerging from pandemic restrictions. This is after an internal review that Groupon head of global brand Melanie Hellenga described as a 'robust process'.

Groupon previously had TBWA\Chiat\Day New York as its global creative agency of record last year.

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