

Publicis Groupe's Starcom now responsible for Fiat Chrysler's media business

Adweek reports that Fiat Chrysler Automobiles has awarded responsibility of its \$950m US media business to Publicis Groupe's Starcom.

Starcom is responsible for media buying and planning for all of Fiat Chrysler's brands, which include Jeep, Chrysler, Dodge, and Ram.

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