

WPP forms Team Energy to manage BP account

WPP has been appointed to provide BP with marketing communication services for its corporate, fuels, and Castrol businesses worldwide. Specifically formed for BP, WPP's Team Energy will provide BP with advertising, media investment management, digital media, marketing communication and branding services, public relations, and brand research.

Team Energy will be located in London with hub office locations around the world to support BP's global business.

For more, visit: <https://www.bizcommunity.com>