

Johnnie Walker gives Anomaly a shot

 By Leigh Andrews

19 Dec 2014

"If it ain't broke, don't fix it," the gambit goes - especially if you're getting all you need from your advertising agency. That's why it came as a surprise to some when [AdAge](#) reported that after 15 years with Bartle Bogle Hegarty or BBH, Johnnie Walker turned to Anomaly instead...

The rumour mills are abuzz as to why Johnnie Walker felt the need for a switch. BBH itself doesn't give much away either, only stating:

“ *"Disappointing but we will keep walking"* [@BBHlondon](#)'s Nigel Bogle on losing [@JohnnyWalkerUS](#)
<http://t.co/z1QGajql7V> [pic.twitter.com/uiXESs5iv](#)- The Drum (@TheDrum) [December 18, 2014](#) ”

But this wasn't a flash-in-the-pan decision - the pitch process started in October this year and was hotly contested between global leaders such as Anomaly, BBH, Ogilvy & Mather, BBDO and Wieden & Kennedy, explains [Brand Republic](#).

What do you think? Perhaps it's time to review the recent BBH Johnnie Walker Blue Label 'Gentleman's Wager' video, which we thought went down a treat, embedded below for your viewing pleasure...

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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