

WPP acquires majority stake in SET Creative

WPP announced that it has acquired a majority stake in SET Management, LLC ("SET Creative"), growing its Branding & Identity group. US-based SET engages consumers with brands through physical experiences in retail stores, pop-up stores, trade shows and live events. SET Creative continues that engagement digitally via apps, content creation and social media.

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