

Mars selects Digitas Liquorice as digital agency for 4 of its brands

Mars has selected Digitas Liquorice as the digital agency for a number of its brands.

Digitas Liquorice will run the digital and social media for M&M's, Orbit, Pedigree and Whiskas. The agency has been tasked with elevating Mars's brands to the next level in the digital and social space.

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