

# AOL chooses Nike's agency for \$100M branding account

America Online has chosen Wieden + Kennedy to handle their corporate branding in a deal worth \$100 million. Dan Wieden, chief creative officer of the ad agency, came up with Nike's famous "Just Do It" slogan while sitting at his typewriter in 1988.

**Source:** [portland.bizjournals.com](http://portland.bizjournals.com)

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