

Droga5 to work as lead agency on Kimberly-Clark's baby, childcare business

Adweek has reported that Kimberly-Clark has named Droga5 as its lead creative agency. With further support from Accenture Interactive, Droga5 will focus on Kimberly-Clark's baby and childcare business.

As lead agency, the Accenture and Droga5 team will be responsible for creative output across the consumer journey, beginning with the US and EMEA regions as well as supporting global initiatives. Droga5's New York and London offices will lead brand strategy and creative, with Accenture Interactive's global team tasked with delivering local market-driven experiences powered by data and technology.

Read more on [Adweek](#).

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