

Bluegrass and JWT to team up again

Issued by [Bluegrass Digital](#)

8 Mar 2012

Bluegrass Digital have once again teamed up with ad giant JWT. The two companies will be partnering up on an exciting European brand account. Bluegrass will be working closely with JWT London's account team, and the clients themselves, to bring their technical and digital expertise to the table.

The last time these two companies got together, it was in 2008, when JWT London teamed up with Bluegrass to build GeoPursuit, a revolutionary online game for Shell. In the game, users had to use Google Earth to track down answers to tricky questions. It was the first game to ever use Google's mapping software in this way and went onto win awards.

Nicholas Durrant, MD at Bluegrass, is confident that the partnership with JWT will not only result in something that makes the European client happy, but provide JWT with the support they need. "It's great to be working again with one of the world's best-known marketing agencies, having previously collaborated on a successful global campaign for Shell," he says. "Our previous track record, coupled with our technical and project management skills have provided us with this new opportunity to work together with a global brand. We will be providing digital production services, consultancy and hosting support [for JWT]."

Bluegrass have worked on campaign projects for brands like Britax, Dunlop and SABMiller, and have previously worked with agencies such as Tullo Marshall Warren, TribalDDB, Saatchi & Saatchi and College Hill.

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