

## **VMLY&R to manage Stretton's London Dry Gin account**

Stretton has hired VMLY&R to manage its London Dry Gin brand. VMLY&R will oversee all of the brand's campaigns and take responsibility for all digital and above-the-line work. Just days after winning the account, VMLY&R is already working on a new campaign that will launch later this year.

This is a reunion for Stretton's Gin and VMLY&R, who already have an award-winning partnership for another spirits brand.

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