

Popeyes name new creative agency of record

Adweek reports that fast food restaurant chain Popeyes has announced Gut Miami as its new creative agency of record. The agency has repeatedly been a Popeyes partner over the past year despite GSD&M being its main agency.

Gut most notably helped Popeyes relaunch its chicken sandwich with projects like the 'Open Sunday' campaign and created the Beyoncé inspired line of branded clothing for the Popeyes brand.

Read the full article [here](#).

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