

B2B Trust Puts Their Media Trust in Denneboom

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B2B Trust, a subsidiary of Laurentian Bank of Canada, has appointed Denneboom Media as their media Agency of Record. Denneboom will work with the Doug Agency to increase B2B Trust awareness and profile with financial planners and brokers.

“We are delighted to be chosen as B2B Trust’s media agency of record. We are certain they will be pleased with the high caliber of senior talent and the quality of media planning and buying we will bring to their business”, said Jack Denneboom, President Denneboom Media. “They will also benefit from our extensive experience in the financial sector and business to business advertising” Denneboom will work in collaboration with the Doug Agency who is responsible for B2B creative.