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Zimmerman Preps Boston Market Push

is in the late stages of a review.

Work moves to Omnicom shop sans review

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- David Gianatasio



Omnicom Group's Zimmerman this month launches its first work for Boston Market after picking up the business sans review, an agency representative said today.

The agency in Fort Lauderdale, Fla., added creative and media chores in recent weeks after the client split with Publicis Groupe's Fallon in Minneapolis. Fallon's work for the client included last year's oddball campaign that asked how far folks would go for a taste of Boston Market's Crispy Country Chicken.

Despite its high profile, the restaurant chain has cut ad spending drastically of late, tallying about \$5 million last year after consistently spending \$20 million-plus annually just a few years earlier, per Nielsen.

Spending levels moving forward are expected to increase significantly and Zimmerman plans a push that will include traditional and online media, the rep said. The effort debuts on April 19.

Zimmerman is a retail specialist well-versed in handling these sorts of assignments. Recent new-business wins for the shop include the Captain D's seafood chain, added as '09 drew to a close, and the George Foreman appliance business, which signed on as 2010 began.

The casual-dining/chicken category has been especially active this year in terms of agency-search activity. Yesterday, Bojangles' awarded its \$10 million ad business to BooneOakley, and Church's Chicken, which spends close to \$30 million on ads,

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