



KIRSHENBAUM BOND SENECAI RUNS \$50 MILLION BP AD CAMPAIGN

kirshenbaum bond senecai • partners CNN is reporting that the recent BP ad campaign featuring CEO Tony Hayward is not only expensive but probably ineffective. The company has recently initiated an advertising blitz to counter the maelstrom of bad press it's suffered in the wake of the gulf oil spill crisis. It's running both televised and print ads and has spent beaucoup bucks – somewhere in the vicinity of \$50 million. Experts are saying, though, it's not money well spent, including Jon Bond, co-founder and ex-adman of **Kirshenbaum Bond Senecai**. The Kirshenbaum firm is the muscle behind the current spree of ads. Bond says, however, the ads are behind the times, especially in light of such competition as a 24/7 feed of the underwater spill. He calls for more show of BP's efforts to clean up the spill. Talk about media saturation.

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