



MAD MEN VS. MCCANN ERICKSON

McCANN-ERICKSON

The relationship between real-life ad agency McCann Erickson and fictional ad exec Ken Cosgrove on AMC's *Mad Men* took a decidedly nasty turn on Sunday night when the latter asserted about the former, "I never thought I'd see as many retards in one building." Zing. While McCann Erickson has always been a villainous force on the show, never before have things gotten so personal. McCann Erickson has not commented on the episode. McCann Erickson, a subsidiary of the Interpublic Group of Companies, has offices in over 130 countries and won *Adweek's* "Global Agency of the Year" award in 1998, 1999, and 2000.

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