

DAVIS ELEN ORDERED TO CLEAN UP THEIR ACT



[REDACTED] Davis Elen Advertising, based in multiple offices along the west coast, has been charged with major clean up by the city of San Francisco after a stunt to promote the social networking site game **Mafia Wars**. This shouldn't prove too difficult, though, for one of the largest, privately-owned advertising firms in the United States. Current CEO and Chairman Mark Davis, grandson of founder Henry Mayers who was a "cartoonist at heart" according to [their website](#), has embraced his grandfather's passion by taking on [Zynga Game Network](#) as a client. With a mission to "connect people through games," Zynga provides free, social games for [Facebook](#), [MySpace](#), [iPhone](#), and [My Yahoo](#). In an effort to create buzz around Mafia Wars, one of Zynga's most popular social games, Davis Elen launched a campaign which including gluing faux \$25,000 bills to San Francisco city sidewalks. Now, the city of San Francisco has ordered the advertising agency to clean them up. According to their [Twitter feed](#), Davis Elen "used non-permanent adhesive (Arlon DPF-8000 Street Graphics)" and the bills simply "peel up." However, the [San Francisco Chronicle](#) is reporting that "they had to bring in a steam cleaner and spend 45 minutes at each location where the bills were pasted." Nonetheless, Davis Elen claims, "There was always a clean up plan for after the big event."

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