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## \$100 MILLION AD AGENCY REVIEW GOING ON AT USPS



The U.S. Postal Service is reviewing its marketing strategies for African American, Hispanic, and Asian markets. Campbell-Ewald is known to be the lead company on creative, media, and direct marketing. According to the article, "Draftcb, Chicago handles promotions and retail." A USPS spokesperson confirmed that service was reviewing contracts, but did not discuss the timing of the review or whether it was mandated by the government at the end of a contract period. In 2010, the USPS spent \$103 million on measured media. Read the full article here: [USPS in Midst of \\$100 Million Agency Review](#)

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