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## BURGER KING GIVES \$300 MILLION IN BUSINESS TO STARCOM



**Starcom**<sup>™</sup> WPP's Mindshare, a strong media agency which has been a media partner with Burger King Corp, for the past seven years, has lost the \$300 million media-buying business to Publicis' Starcom. Moreover, BKC's media spending in the U.S. has been decreasing year by year since 2008 and the decision to end the business relationship is mutual. More details on AdAge Agency News Read the full article here: [Burger King Shifts \\$300 Million Media Business to Starcom](#)

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