



USPS'S LAST HOPE: 'JUNK MAIL'

WPP-owned MEC, which handled the business for more than 10 years, defended the account. Other shops that participated in the review were Inter-public Group of Cos.' Universal McCann and Inter-public-owned Ingenuity Media, an arm of the Martin Agency, which handles Pizza Hut's creative and digital. Consultancy Select Resources oversaw the review. The Yum Brands pizza giant kicked off the review of its \$217 million U.S. media account in late June, following the consolidation of its creative and digital marketing duties within Martin Agency, which it began working with in 2009, earlier in the month. chain's international division same-store sales were up 2%.

Read the original article here:

'Junk Mail' May Be Last Hope for Saving the USPS

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