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## THE FINE ART OF WHIP FROSTING ON CAKES

Martin Agency deserves a lot of compliments for coming up with a brilliant ad that will woo a lot of mothers to use cool whip frosting to change the way cakes are frosted. Watching old PSAs - and baking a cake - Martin senior copywriter Bob Meagher and senior art director Pat Wittich seems to have taken a lot of pains to get ready with an inspiring ad that will run through May during shows such as Food Network's Cupcake Wars and ABC's Grey's Anatomy. Read the full article here:

[Use Cool Whip Frosting, and Stop One More Cake From Being Abused](#)

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