



## MARILYN MONROE STILL SHINES IN AD CAMPAIGNS

The hair care line, Sexy Hair, will be launching an advertising campaign featuring this iconic Marilyn Monroe. The campaign is set to hit magazines starting August 22nd and is being run by the New York based company, Yard. Sexy Hair has chosen to use the late starlet not only because of her beauty, but because of she was also witty and sassy. The ads will also feature two of her iconic quotes. The company Authentic Brands Group acquired Monroe's estate in 2010. They are responsible for overseeing who can and cannot use her image and name, amongst other things. There are many other companies who use her in their ad campaigns also. Macy's recently came out with a Marilyn Monroe clothing line, Three Olives named a vodka flavor after her, and there is even a Marilyn Monroe Cafe. Amongst the long list of deceased celebrities, Marilyn Monroe is one of the most recognizable faces. Since she was also known as one of the original sex symbols, Authentic Brands Groups gets a lot of sex based companies requesting to use her brand. They have yet to allow it since there is still such a high demand from other companies to use her in their ads. For more details on the article [Click Here](#) Where can you find the most Advertising media jobs? [Click here](#).

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