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## LEO BURNETT MAY CUT LOOSE 300 STAFFERS

*Leo Burnett*

Online sources are reporting that as many as 300 people at advertising agency Leo Burnett/Chicago could be laid off in June, as major client Philip Morris cuts deeply into its ad spending. Leo Burnett (1891 - 1971), founder of Leo Burnett Worldwide, invented the iconic Marlboro Man for Philip Morris, as well as the Jolly Green Giant, Toucan Sam, Charlie the Tuna, Morris the Cat, the Pillsbury Doughboy, the 7up "Spot", and Tony the Tiger. Philip Morris produces a number of carcinogenic consumer products, for millions of cancer enthusiasts worldwide. Leo Burnett laid off 75 people in January, after a large cut in ad spending by GM. Founded in 1935, Leo Burnett Worldwide is a part of the french group Publicis. It remains one of the biggest and most successful advertising companies in the world.

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