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## 'GOT MILK?' PMS ADS PULLED, BUT AGENCY SAYS CAMPAIGN WAS A SUCCESS



The California milk processor board came out with an advertisement positioning milk as a cure for PMS. The ad which showed cringing men apologizing perpetually to their PMS affected women created a huge public backlash because people found it offensive. Subsequently the ad was pulled. Steve James of the milk board however continues to maintain that the AD was a success.

Read the original article here:

['Got Milk?' Pulls PMS Campaign Early, Yet Calls It a Success](#)

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