



AD AGENCY BEING SOUGHT OUT BY LANDS' END

LANDS' END

The company Lands' End is looking to vamp up their look with more advertising. A better approach should be media based and more creative. Sears Holdings Corp owns Land's End; who is struggling with their brand names. Sears, Kmart and Land's End are searching for the right agency to keep them profitable. Read the full article here: [Land's End Searches for Agency, Eyes Increased Ad Spending](#)

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