



## **KMART BEGINS CREATIVE-AGENCY PITCH**

According to Kantar, at least \$170 million in domestic measured media is devoted to the brand. The company spent \$1.69 billion on U.S. advertising in 2011, the last full year for which figures are available. The creative search comes after lengthy media review that ended less than three months ago.

Read the full article here:

[Kmart Begins Creative-Agency Pitch](#)

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