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## ADVERTISING INDUSTRY NEWS

The article talks about a group of advertising agencies lead by McCann Erickson Worldwide and the \$50 million they recently spent on an advertising campaign for many American food giants like Heinz, General Mills and Kellogg. The advertising will be aimed at the general market in one aspect and Hispanic consumers in another. For more details on the article [Click Here](#) Looking for Advertising jobs? [Click here](#).

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