



POCKET HERCULES' ATTACK ON THE ADVERTISING HOLDING COMPANIES

And Other TV Spots of the Week

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[Attacking Ad Holding Companies](#)

Marketer: Pocket Hercules Ad Agency

Brand: Pocket Hercules Ad Agency

Title: "Want Some Chocolate?"

Agency: Pocket Hercules, Minneapolis

Now here's something out of the ordinary -- an advertisement for the services of an ad agency. Heavily laced with angst and bile, this online short film by director Tom de Cerchio of Incubator was created to launch Pocket Hercules, a Minneapolis agency created by former Carmichael Lynch creatives directors Tom Camp and Jason Smith. You can tell these boys were REALLY angry by the time they bailed from that Interpublic Group of Cos.' unit.
