



SMALL AGENCY KICKS HOLDING COMPANY'S ASSES



For the launch of Minneapolis-based Pocket Hercules, the agency created a film which portrays the big holding companies and a bunch of overlord control freaks who are about to get the crap beat out of them by a new breed of smaller, more nimble agencies, namely Pocket Hercules. in the new world of advertising. Funny stuff. And, no doubt, more coming from that direction as holding companies lose touch with reality and become irrelevant. And that's just one of the ads in this week's Ad Age TV Spots of the Week column.

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