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**EVEN AD AGENCIES ARE MAD ABOUT “MAD MEN;”
NASHVILLE FIRM USES SHOW TO DRAW DISTINCTION WITH ADVERTISING OF THE PAST**

NASHVILLE, Tenn., (September 3, 2009) – Nashville-based advertising agency J&A integrated thinking is using the popularity of a cable television show about the advertising world of the 1960s to underscore how much the industry has changed.

And since J&A has been in business since 1956, they ought to know.

The advertising agency is running a 30-second commercial on all 13 episodes of the AMC-TV hit “Mad Men,” illustrating how advertising developed today demands far more intricate levels of strategy and media integration than in the 1960s to be effective.

“We wanted to take advantage of the public’s interest in a popular show about Madison Avenue to draw a contrast to how differently agencies like J&A execute advertising today,” said Steve Barry, president of the 53-year old Nashville advertising agency. “While the show’s personal stories and sexy stylization might make for scintillating TV, we’re underscoring instead that advertising today is more than a simple broadcast television spot or print ad. It requires a growing range of communications and media strategies, the newest of which is social media, to help clients more effectively sell their goods and services.”

The Golden Globe-winning series for Best TV drama and actor is in its third season on the AMC cable network. It airs in Nashville at 9:00 p.m. on Sunday evenings.

Set in New York of the 1960s, the drama follows the lives of Madison Avenue advertising executives in a highly competitive world perfecting “the art of the sell.” The series also depicts the roles of men and women in an era of more traditional family values.

Founded in 1956, J&A integrated thinking (www.jathinking.com) has built a client list from across the United States in fast food, banking, healthcare, sports and entertainment and other business categories. The \$42 million advertising agency offers advertising, interactive, media, direct, public relations and creative disciplines to help clients address their marketing and communications problems. The agency has 60+ employees in offices in Brentwood, Tenn., Springfield, Mo., and Tampa, Fla.

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