

**SO YOU
THINK YOU
KNOW
ALL
THERE IS TO KNOW
ABOUT LEO
BURNETT?**



TASTE THEM AGAIN FOR THE VERY FIRST TIME.

For decades, Leo Burnett's work has greatly affected the way you eat breakfast. So it's only natural that Burnett's Tom Collinger would discuss "The Metamorphosis of an Advertising Agency to an Integrated Marketing Agency" while you're enjoying a nice bowl of corn flakes.

It's the Denver Advertising Federation's special breakfast program, coming up on April 13 at the Denver Marriott Tech Center Hotel (formerly Sheraton).

Breakfast will be served promptly at 7:30 a.m.



Hear Mr. Collinger explain how Leo Burnett has evolved from being a world-class mass marketing organization (as if that weren't enough) to being a world-class mass marketing *and* direct marketing organization. And see how such changes can increase your agency's effectiveness.

Tickets are sure to go quickly so make your reservations soon.

"It'll be GRRRRREAT!"

- T. Tiger