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News From the Advertising Industry

By STUART ELLIOTT
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¶CKE Restaurants, Carpinteria, Calif., named David & Goliath, El Segundo, Calif., to create campaigns in traditional media for the Carl's Jr. and Hardee's fast-food chains. The assignment, with spending estimated at \$100 million, had been handled by Mendelsohn Zien Advertising, Los Angeles, part of Hukuhodo. A unit of MDC Partners, 72 and Sunny, Los Angeles, continues as the chains' digital agency of record.

¶Toshiba America Information Systems, Irvine, Calif., part of the Toshiba Corporation, chose the Los Angeles office of KSL Media to handle its United States media account. The assignment, estimated at \$40 million to \$60 million, had been handled by MEC, part of the GroupM unit of WPP.

¶Chevys Fresh Mex, part of Real Mex Restaurants, Cypress, Calif., named three agencies to handle assignments with total spending estimated at under \$10 million. They are Hub Strategy and Communications, San Francisco, for tasks like creative development and social media; Cakewalk Creative, San Francisco, for tasks like décor; and Duke Marketing, San Rafael, Calif., for public relations.

¶NCC Media, New York, the advertising sales firm that represents cable system operators, selected the New York office of Cramer-Krasselt as its first agency. Billings were estimated at \$1 million to \$2 million.

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¶Harvey Goldherz, vice chairman and worldwide chief operating officer at MediaCom, New York, was named chief executive at the MediaCom North America unit, succeeding Doug Checkeris, who resigned, the agency said, to pursue other interests. MediaCom North America has recently lost several large accounts. MediaCom is part of the GroupM unit of WPP. ¶Sally Kennedy joined the Dallas office of Publicis Worldwide, part of the Publicis Groupe, as chief executive, succeeding Mark Bateman, who left in October, the agency said, "to pursue new opportunities." Ms. Kennedy had most recently been president of the New York office of Cossette, which was closed.

¶Mark Hunter joined Deutsch L.A. as partner and chief creative officer, succeeding Eric Hirshberg, who left in October to become chief executive at Activision. Mr. Hunter had most recently been chief creative officer at the London office of TBWA Worldwide, part of

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