

## Coca-Cola launches US media agency review

[AdAge reports](#) that Coca-Cola is putting its US media buying into agency review, and that incumbent of 11 years Starcom will participate in the process.

Formal presentations will take place mid-July, and [MediaPost](#) says Coca-Cola spent a little more than \$400 million on ads in the US last year, so it's certainly a lucrative one...

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