

Millennial Media Opps: Dr Pepper Snapple Group moves media east

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We've been hearing rumblings that Dr Pepper Snapple Group (DPSG) was moving media east from IPG's Initiative, LA. Guess what? We've confirmed that their \$~200+ million national advertising budget is coming out of Initiative, NYC. I assume this means most of NYC's former MillerCoors team (research here) is working on DPSG now, but we haven't been able to confirm that far yet.

A ton of traditional and digital revenue just fell in the lap of NYC sellers. So, start getting in with Initiative, NYC contacts to secure upcoming buys for DPSG's top brands, including Dr Pepper, Snapple, Diet Dr Pepper and 7Up (research here). While H2 buys may still be available, keep in mind that DPSG traditionally has planned media a year in advance. So, you may have better luck segueing 2018 proposals into last minute/supplemental 2017 revenue.

Bai Brands is part of DPSG but it looks like their massive ad hike is still coming out of WPP's Maxus, NYC. We'll keep you posted if we find out that's changed.

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