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News From the Advertising Industry

By [STUART ELLIOTT](#)

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¶A creative consultancy named Senior Creative People was opened by a group of former creative employees at Doyle Dane Bernbach, the New York agency that is now part of the DDB Worldwide unit of the Omnicom Group. The workers developed the idea of starting an agency after a reunion in June for members of the creative department of Doyle Dane Bernbach in the 1960s.