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ADVERTISING; 3M Assigns Titralac To Fallon McElligott

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Fallon McElligott Rice, founded about a year and a half ago in Minneapolis, has just added one of the state's most important corporate citizens to its client list.

The Minnesota Mining and Manufacturing Company has assigned the agency, Titralac, a 20-year-old, over-the-counter antacid that has had no consumer advertising.

That was when it was being marketed by Riker Laboratories of Northridge, Calif. Riker was acquired in 1969 by 3M. Things have slowly been changing since.

Although this year will be given over to testing various advertising copy and weight approaches in test markets, the expectations of the agency are for a real consumer advertising campaign in 1984.

Titralac is now part of 3M's Personal Care Products Department.

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