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ADVERTISING; 3M Plans TV Campaign On High Heating Bills

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The Minnesota Mining and Manufacturing Company is planning a major television campaign for early October aimed at consumers, 25 to 54 years of age, who are concerned about high heating bills.

The campaign, created for 3M's Household and Hardware division by Campbell-Mithun, breaks Oct. 4, and will get network exposure during the World Series. The client did not disclose the amount budgeted for the campaign.

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