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[Today's Influence Ads: 'Where's the Pure Beef?'](#)

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As stories about the beef filler "pink slime" [make headlines](#), **Wendy's** is out with a new ad tweaking a famous slogan to highlight that its beef doesn't contain additives, according to a compilation of print influence ads by **Kantar Media's Campaign Media Analysis Group**. The ad says: "Where's the pure beef? At Wendy's, that's where!"

Other than that, the influence ad world is a bit muted today as Congress heads into recess. As [today's Washington Eye](#) shows, the **BBC**, the **CATO Institute** and the **Government of Japan** also have new ads. Others with ads today are the **American Beverage Association**, **Bell Helicopter/Boeing**, **Chevron**, **CVS Caremark**, **ExxonMobil**, **Goldman Sachs**, **Neustar**, **News Channel 8**, the **Nuclear Energy Institute**, **Oshkosh Defense**, **Taste of the South** and **WTOP**.