

“We are enjoying the recession!”

Interview with Kevin Roberts, CEO of Saatchi & Saatchi Worldwide

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Q: Why did Saatchi & Saatchi enter into an alliance with the French group Publicis Worldwide?

A: Foreseeing the consolidation of the market, this decision was taken in order to preserve our leading market position and to guarantee that our major clients (Procter & Gamble, Toyota) would continue to have access to the most talented people in the industry.

Q: You say that times of recession are a test for all companies in the market. Why?

A: The leaders are becoming stronger while those with smaller market share are losing.

In this sense, Saatchi & Saatchi has been registering an increase of profits of 3 to 5 % each year for the past 5 years. Now that the global economy is slowly warming up, we are expecting an increase of 3 % in the U.S. advertising market.

Q: What about Lovemarks?

A: As products are gradually becoming more and more similar in quality, producers cannot compete by price. They must attract sales by creating an emotional bond between the brand and the customer. This bond may be based on mystery, sensuality or intimacy. We have great success in developing a variety of brands – even Charmin toilet paper – along the lines of Lovemarks thinking.

Q: What is your opinion on the issues currently faced by Poland?

A: By entering the European Union the country is facing a major opportunity, with the potential for economic benefit. Above all, ‘Brand Poland’ should be promoted, focussing on the colours of its emblem and its history.

Q: What is in the future for Saatchi & Saatchi Poland?

A: I would like it to become a regional company, not just a local one.