

## **Spiritual Site Beliefnet.com Taps Saatchi & Saatchi for \$15 Million**

**By Pamela Parker**

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Multi-faith spiritual site Beliefnet.com this week selected Saatchi & Saatchi to handle advertising duties, with estimated billings of \$15 million.

"The pervasive and in turn mainstreaming of spirituality has created a renaissance for matters of the soul in the U.S. and around the world," says Beliefnet.com chief executive officer Tony Uphoff.

"We chose Saatchi & Saatchi after an extensive search because of their multi-year research in and understanding of the spirituality market."

The campaign is aimed at raising awareness of Beliefnet.com, a content site that explores religion and spirituality, without regard to denominations or faiths.

Saatchi & Saatchi's other clients include Celebrity Cruises, DuPont, Eastman Kodak, General Mills, Glaxo Wellcome, Johnson & Johnson, Procter & Gamble and Toyota.