

# SAATCHI & SAATCHI

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## MEDIA RELEASE

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### KEVIN DUNDAS TO HEAD SAATCHI & SAATCHI GLOBAL STRATEGY

### LEE DALEY APPOINTED TO LEAD SAATCHI & SAATCHI UK GROUP

**London, 13 October 2004:** Saatchi & Saatchi today announced the promotion of Kevin Dundas to Worldwide Strategy Director; and the appointment of Lee Daley as Chairman and CEO of Saatchi & Saatchi UK Group.

Worldwide CEO Kevin Roberts says Kevin Dundas has been asked to re-define the role of planning at Saatchi & Saatchi. "Globally, our investments in big ideas are coming to the boil. Now, we need to infuse these into our creative culture, and to add velocity and impact to Saatchi & Saatchi's development of world-changing creative ideas."

"Kevin has got the task of driving Saatchi & Saatchi's response to the changing environment of fragmented media, consumer power, and local/global paradox. Under his direction, our intellectual and creative capabilities will be connected, catalysed and unleashed to truly transform our clients' businesses, brands and reputations," said Roberts.

In his new role, Dundas will partner with both Roberts and Worldwide Creative Director Bob Isherwood, to bring together the network's creative and strategic functions. He has powerful proprietary programmes, including Peak Performance (leadership), Lovemarks (emotion), Sisomo (media), and business units - Saatchi & Saatchi X (shopper marketing), and Fahrenheit 212 (innovation) - at his disposal, as well as Chairmanship of a newly-formed Worldwide Strategic Board.

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Lee Daley was named as the new Chairman and CEO of Saatchi & Saatchi UK Group. Roberts describes him as "one of the most passionate, competitive and restless people in marketing I've ever met. He's a major business winner, a team builder and a creative provocateur. He reminds me of Eric Cantona!"

Daley has most recently (2001-2004) been Global CEO and Chief Strategic Officer of WPP's Red Cell, a 36-country network which he transformed into a cutting edge creative agency, working with several of the world's leading brands. He was also Chairman of HHCL/Red Cell in the UK.

Previously, he held key strategic leadership and management positions at McCann-Erickson in the UK and US, which included membership of McCann-Erickson's Worldwide Board, Chief Strategic Officer EMEA, and EVP General Manager and Director of Strategic Planning of McCann's creative satellite, Amster Yard New York, from 1994 to 1998.

Richard Hytner, Chairman and CEO of Saatchi & Saatchi EMEA, says Lee Daley is an exceptional instigator. "Lee is an original. One of the best ideas generators I've ever met. I have no doubt that he will build on the formidable quality we have in the UK. He will raise our game."

Of his appointment, Daley says: "I am excited by the vision for Saatchi & Saatchi. More than any organisation I have come across, Saatchi has a profound commitment to excellence for its clients and an incredible commitment to creativity. I have not come across any company where this is embraced so universally and with such passion."

Hytner says Kevin Dundas has contributed immensely to Saatchi & Saatchi UK during his five years as Managing Director and then CEO. "He has steered creative work that culminated in the agency being voted Agency of the Year at Cannes in 2002, and more recently, with calm authority, he has built a cohesive culture from which we can advance."

Dundas says that an Ideas Company needs both exceptional intellectual capacity, and outstanding creative talent. "Saatchi & Saatchi has both in spades. I'm here to create the strategic environment that can fuse the two," he said.

The appointment of Lee Daley's creative partner at Charlotte Street, following the appointment of Tony Granger as Executive Creative Director of Saatchi & Saatchi New York, will be led by Daley and Worldwide Creative Director Bob Isherwood.

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Lee Daley's appointment is with immediate effect. He will report to Richard Hytner.

Kevin Dundas will report to Kevin Roberts. He will take up his role fully by January 2005, to allow for a seamless transfer of responsibilities.

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**For further information**, and to arrange comments from and interviews with Richard Hytner, Kevin Dundas and Lee Daley, please contact:

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**Attachments:**

- Biography of Lee Daley
- Biography of Kevin Dundas
- About Saatchi & Saatchi UK