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## **Alcoa BCS Selects Saatchi & Saatchi as Agency of Record**

NEW YORK -- Alcoa Building & Construction Systems (BCS), producer of architectural systems and products including curtain walls, windows, doors and aluminum composite material, today announced that it has selected Saatchi & Saatchi NY as its agency of record after a review. The Agency will handle a business-to-business effort to unify Alcoa BCS' portfolio of brands and products globally. Saatchi & Saatchi NY will manage this process internationally, and will utilize various offices in Europe to manage the transition and create tailored local market communications. Alcoa BCS is based in Geneva, Switzerland.

"We are excited to work with an acclaimed network like Saatchi & Saatchi because we share the same spirit of innovation. We look forward to working with our new partners to refine our international brand strategy and to strengthen our brands that are recognized around the world in our industry," said Kimberly Ferro, Director of Marketing, Alcoa BCS. Alcoa BCS key brands include Kawneer(R), Reynobond(R) and Reynolux(R).

Mary Baglivo, Saatchi & Saatchi NY's CEO added: "Alcoa BCS is a pioneer in creative and innovative aluminum architectural systems and products. We are delighted to be partnering with them to further build their brands."

### **About Alcoa Building and Construction Systems**

Alcoa Building and Construction Systems (BCS) is a leading supplier of architectural systems, services and building products to the global construction market, with offices in 10 countries in the North America, Europe, North Africa and the Middle East.

Alcoa BCS is focused on two lines of business: architectural systems and architectural products. Alcoa's architectural systems businesses operate in the U.S., Canada, UK, France, Germany, the Netherlands, Spain, Ireland and Morocco under the Kawneer and Alcoa brand names. The product range includes windows and doors, curtain wall systems, ground floor treatments, and rainscreen cladding, all engineered to work together to produce a wide-variety of standard and custom facades. Alcoa's architectural products business produces aluminum composite material and coil coated sheet in the U.S. and France under the Reynobond(R) and Reynolux(R) brand names.

### **About Alcoa**

Alcoa BCS is part of a large, exciting company. Alcoa is the world's leading aluminum company, with 131,000 employees in 43 countries and \$23.5 billion in annual revenues. Alcoa's aluminum products and components are used worldwide in aircraft, automobiles, beverage cans, buildings, chemicals, sports and recreation, and a wide variety of industrial and consumer applications.

### **About Saatchi & Saatchi New York**

Ideas company Saatchi & Saatchi New York is the largest agency in the 138-office Saatchi & Saatchi global network, part of Publicis Groupe, the world's fourth largest communications group. The agency has over 40 #1 brands in its client portfolio, including Tide, Pampers and Olay (Procter & Gamble) and Pillsbury, Betty Crocker and Cheerios (General Mills) and Reynolds Wrap.

Saatchi & Saatchi New York is the world's biggest Procter & Gamble agency, the lead agency for General Mills and agency for the New York Toyota Dealers' Association.

The agency is known for its exceptional strength at understanding the emotional connections between consumers and products. This approach comes to life through Lovemarks, the methodology created by Saatchi & Saatchi to create "loyalty beyond reason" and "inspirational consumers."

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