

BrandRepublic

Saatchi & Saatchi wins £50m Sony Ericsson global account

by Melanie Godsell Marketing 8 Sep 2006



LONDON - Sony Ericsson Mobile has appointed Saatchi & Saatchi London to handle its £50m global advertising account after a competitive pitch.

Saatchi & Saatchi won the business after pitching against DDB London, McCann Erickson and Publicis.

It follows Sony Ericsson's split with Bartle Bogle Hegarty in July after differences of opinion regarding the creative direction of the brand.

BBH is understood to have been angered it was not informed that branding agency Wolff Olins would be working with Sony Ericsson until five months after its appointment.

BBH held the account for five years and its most recent work involved Ana Ivanovic and Daniela Hantuchova playing rooftop tennis with the tagline "Never miss a shot".

Mediaedge:cia will continue to handle media, while Dare will run the global digital account.