

SAATCHI & SAATCHI POLAND NAMED AGENCY OF THE YEAR

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Double Gold-winning 'Stained Glass Windows' for Procter & Gamble's Ariel Color

For the third year running, Saatchi & Saatchi Poland was the most awarded agency at the prestigious KTR Polish Advertising Festival, an achievement which saw them also named Agency of the Year. In all, the agency won eight awards, including four Gold, two Silver and two Bronze.

Two of the Gold awards went to the “Stained Glass Windows” campaign for Procter & Gamble’s Ariel Color, while the others were picked up by “Sterile Laundry Peg” for Ariel detergent and “Chopin Funeral March” for Sto³eczna Estrada. There were Silvers for Amnesty International (“The National Anthem of Sudan”) and Greenpeace Polska’s “Reincarnation”, which also won a Bronze.

Additionally, the Young Creatives award in the Cyber category went to Saatchi & Saatchi’s interactive team, Piotr Chrobot, Jakub Kempny and Maciej Maliborski.

The agency was also awarded with the Special Journalists’ Award for their Procter & Gamble Ariel Color “Tree” campaign, which took home a Bronze award as well.

This year there were 624 entries to the festival, which were divided into 9 categories for judging. The 200 jurors included those whose work had been awarded in previous years, not just at the KTR Festival but also at international shows outside Poland.

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