

# SAATCHI & SAATCHI CHINA AWARD SUCCESS

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Source: Saatchi&Saatchi Worldwide



Saatchi & Saatchi China achieved great success at the recent 15<sup>th</sup> Chinese International Advertising Festival and the 2008 China EFFIE Awards, both held in Heifei. In all there were 15 awards for 8 clients across the 3 offices.

Saatchi & Saatchi Shanghai led the way at the Ad Fest, winning a Gold China Great Wall Award for their WWF work, 5 Silver (3 for Nippon Paint, and 1 each for Yurun and Black Café) and a Bronze (also for Nippon Paint).

Not to be outdone, Guangzhou also picked up Great Wall Awards for our major Network client Procter & Gamble, winning 2 Silvers and a Bronze for Ariel and a Silver for Head & Shoulders.

Meanwhile at the 2008 China Effie Awards, Saatchi & Saatchi Beijing took home three Gold Effies for their Hewlett-Packard case, as well as a Silver for Ikea.