

SAATCHI INDUSTRY AUSTRALIA WIN BIG AT APG AWARDS

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Source: Saatchi & Saatchi Worldwide

Saatchi & Saatchi Australia's new division, launched earlier this year, cleaned up at APG awards in Sydney last night, winning one Silver and three Gold Special Prizes. Held at the Argyle Hotel in the Rocks, the Saatchi & Saatchi team was rewarded for their work on the highly successful and innovative SONY Netshare Camera Campaign. The awards are the first won by the strategic intelligence group within the Agency, Saatchi Industry.



The team kicked goals in the following Special Prizes category; Best Contribution for Media Thinking, Best use of research and Most Innovative Qualitative Research design. They also took home silver for New Brand Advertiser.

CEO, Simone Bartley, congratulated the team on their wins. "This a brilliant result, and a real credit to the pioneering work carried out in this campaign," said Bartley.

Congratulations to all involved!