

# CONTINENTAL AIRLINES CHOOSES TEAM SAATCHI UK

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*Source: Saatchi & Saatchi Worldwide*

Team Saatchi has won the task of handling all of Continental Airlines off line and digital communications in the UK and Ireland. They pitched against Publicis and Continental's long standing UK incumbent SouK.

Team won the pitch with a combination of stand out creative work from the global strategy created by New York agency Kaplan Thaler. The creative is powered by a dynamic digital strategy to build traffic and recruit new customers to the service.



The campaign will commence in January 2009 with Team Saatchi generating materials across outdoor, print and all digital channels.

Sophie Hooper, Managing Director at Team Saatchi (pictured) said, "It is a great pleasure to be working with Continental Airlines. They have a real- world approach to today's environment and we are delighted that they recognize the same qualities in us."

Laetitia Rennie, Director of Client Services at Team Saatchi, said, "We are ecstatic to be working with Continental Airlines. There is a real opportunity, especially in the current climate, to be able to take a philosophy that a brand like Continental Airlines is built upon and make it a part of the UK business traveler's currency. It's very exciting to be working with a Client with shared goals and ambitions".