

# AdMedia



DIRECT & INTERACTIVE AGENCY OF THE YEAR; SAATCHI & SAATCHI DGS.

## **DIRECT & INTERACTIVE AGENCY OF THE YEAR**

### **Saatchi & Saatchi DGS**

The judges scored this: Saatchi DGS 1st and justONE 2nd - with TBWA\Tequila and AIM some way behind.

Saatchi DGS took over the Saatchi digital infrastructure and built it into a better, all-round, vital, impressive business, the judges said.

This translated into increased margins and billings, with business performance up by 42%, with new-business wins and high-profile clients.

And Saatchi DGS was the only agency talking about issues of sustainability - "very refreshing", the judges said.