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BUSINESS News

Thursday, August 03 2000



Saatchi's Kiwi chief tops world

27.01.1999 - WELLINGTON - New Zealander Kevin Roberts, the Saatchi & Saatchi chief executive, has been named Outstanding Advertising Agency Executive of 1998 by leading United States industry magazine Frohlinger's Marketing Report.

Frohlinger polled its readership of top executives in the US advertising and marketing industry.

The magazine cited among Roberts' achievements a 7 per cent rise in global billings for the 161-office advertising network to \$US7 billion (\$13.25 billion), and \$US450 million of new business, including major projects from Toyota and Procter & Gamble. - NZPA

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