

## Saatchi & Saatchi wins P&G Africa accounts

JOHANNESBURG: Proctor & Gamble (P&G) has awarded a contract to Saatchi & Saatchi worth approximately R20 million, to support the East and West African launch of Ariel, P&G's washing powder brand.

The contract covers the production of all above-the-line advertising of Ariel, as well as below-the-line and brand activation work.

Ariel is available in a number of EMEA markets including Egypt, Romania, Turkey and France. Saatchi & Saatchi has the P&G business globally and has had the P&G business in South Africa for the last 12 years working on brands that include Pampers, Olay and Head & Shoulders. Initial countries of focus in the region under the new contract will include Kenya, Uganda and Senegal.

According to Grant Meldrum, MD Johannesburg and Africa network, Saatchi & Saatchi has rapidly grown its reach across the African continent to assist clients with moving into the African continent and the network now includes 17 agencies situated in sub-Saharan Africa.

"Saatchi & Saatchi already holds a proven track record with P&G's Pampers brand in South Africa and we will be working closely with the Saatchi & Saatchi global network to produce work that is relevant and impactful for East and West Africa," says Meldrum. "We have a long history of working with Ariel in EMEA and we are looking forward to elevating the Ariel brand to Lovemark status in the regions as it is elsewhere in the world."

He points out that working in other African regions requires a different approach than in SA. "Gaining key consumer insights in these markets is critical, as distribution methods are unique to each individual country," he adds.