

Saatchi & Saatchi New Zealand wins global Tourism Fiji account

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Saatchi & Saatchi New Zealand has been appointed as Tourism Fiji's global brand agency of record, following a selection process and creative pitch that began in mid 2017.

Saatchi & Saatchi will lead the creation of a revitalised brand platform and global campaign to attract visitors to Fiji from all over the world, focusing on key markets – Australia, New Zealand, North America, Asia and Europe. The agency will work with its network and Publicis Groupe partners to deliver a seamless brand experience across multiple locations.

Tourism is of great importance to the Fijian economy, contributing over 30% of the nation's GDP. The tourism industry also provides employment directly and indirectly to an estimated 112,000 Fijians and is the fastest growing industry in terms of employment.

Matt Stoeckel, CEO Tourism Fiji said, "The standard of pitching from all agencies across the board was very high, but Saatchi & Saatchi quickly showed us they really understood the destination and our vision for the future. We were looking for a long-term partner who would challenge us and we think we've found that in Saatchis."

Managing Director of Saatchi & Saatchi NZ, Paul Wilson added "We feel very fortunate to be working with Tourism Fiji, showcasing this jewel of the Pacific to a global audience. The team has been fantastic to work with throughout the entire pitch process. They are ambitious and collaborative and we're really looking forward to partnering with them on this exciting next phase."



About Publicis Communications

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