

## Woolworths to engage M&C Saatchi as key creative partner

**Monday, 1 February 2016:** Woolworths today announced that it has engaged M&C Saatchi as its key creative partner for its Supermarkets account.

Woolworths Director of Marketing, Andrew Hicks, said, “We’re delighted to be starting a new partnership with M&C Saatchi. They have a formidable client list including some iconic and complex Australian brands and we’re very happy to be adding Woolworths to that list.”

“We have a solid foundation to build on with our price position and long-standing reputation as the Fresh Food People. With M&C Saatchi, we now look forward to creating a new generation of work that supports the next phase of our transformation.”

M&C Saatchi Group CEO, Jaimes Leggett, said, “Woolworths is one of Australia’s largest advertisers, one of the country’s most valuable brands and one of the most sought after accounts. We couldn’t be more excited to be back working with the Woolies team.”

Mr Hicks thanked outgoing agency Leo Burnett for their work with Woolworths over the past two years.

“Leo Burnett have brought their skills and ability to our diverse business. We thank them for their work in that time, including the relaunch of the Fresh Food People commercials, Low Price Always and most recently our Make It Famous Christmas campaign.”

M&C Saatchi will begin working with Woolworths immediately.

# Ends #

For further information please contact the **Woolworths Press Office** on (02) 8885 1033.