

Saatchi & Saatchi gets two brands from Mondelez International

Saatchi & Saatchi South Africa has been appointed the regional agency hub for Mondelez International's Trident gum, the world's number one gum brand, and Halls, the world's leading candy brand, for both Eastern Europe and the Middle East and Africa, for a total of 14 countries.

Saatchi & Saatchi South Africa will be responsible for strategic and creative development of the Trident brand for eight key markets in the Middle East and Africa.

As the appointed regional coordination hub for Halls, Saatchi & Saatchi South Africa will be responsible for the roll out of the global Halls positioning and deployment of the brand across Eastern Europe, Turkey, Morocco, Egypt, Nigeria and South Africa.

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