

Saatchi & Saatchi Synergize wins global business for P&G Brands

Digital search marketing specialist, Saatchi & Saatchi Synergize, has been appointed global search marketing provider for P&G's Ariel detergent brand, for 25 countries.

The agency has also been appointed to handle YouTube management for P&G's Olay brand for North America and greater Europe (UK, Germany, Spain) and part of the global search orientated team for the Head & Shoulders brand.

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