

Saatchi & Saatchi appointed Sands China account

SHANGHAI: After a competitive pitching process, Saatchi & Saatchi was appointed by Sands China, a US casino and resort, as creative agency to serve its properties in Macao Cotai Strip for mainland China, Hong Kong and Macao.



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The creative duties will cover Sands' flagship Venetian and Sands Macao resorts as well as further shops, entertainment holdings and hotels on the Cotai Strip, including brands such as the Four Seasons, Conrad, Sheraton, Holiday Inn, and Parisian, a new resort that will offer 5,000 rooms and a replica of the Eiffel Tower.

130-member pitch

The presentation team from Saatchi & Saatchi set an industry record with 130 members. The team from Saatchi & Saatchi Shanghai, Guangzhou and Hong Kong offices arrived at the presentation meeting in black t-shirts with gold text that read, "Sands Macao and Saatchi & Saatchi - One Team One Dream, Nothing is Impossible."

"As a team, Saatchi & Saatchi has exhibited great cohesiveness. They have shown us deep knowledge of our target audience and out of the box creative activation for our marketing needs which are what we are looking for in our partnership... very exciting indeed," said Chuanda Tan, Executive Creative Director of Advertising & Brand Management, Sands China.

Saatchi & Saatchi Greater China CEO Michael Lee expressed his pride in the team's achievement, but declined to disclose the value of the account.

"This has been an unparalleled journey for us and has given us the opportunity to present the pinnacle of Saatchi's creative and strategic abilities as well as our team's unbridled passion to the client," he said.

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