

Saatchi & Saatchi to spice up Kosovo's image

Saatchi & Saatchi ad agency wins contract to spice up Kosovo's international image

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Kosovo officials say the Saatchi & Saatchi advertising company has won a contract worth euro5.7 million (\$7.3 million) to improve the country's international image.

Ministry of Finance spokesman Muharrem Shahini says the company's Israel-based unit will run an international branding and media campaign for the new Balkan nation.

Kosovo — one of Europe's poorest regions — declared independence from Serbia in February 2008 and has been recognized by 54 nations, including the United States. However, the tiny country has struggled to gain more recognition because of fierce resistance from Serbia, backed by Russia.

The Saatchi & Saatchi advertising company is owned by the Paris-based communications company Publicis Groupe.