

# GMSA appoints Saatchi & Saatchi Brandsrock

General Motors South Africa (GMSA) welcomed Saatchi & Saatchi Brandsrock, one of the country's fastest-growing agencies, to support the growth of the Chevrolet, Opel and Isuzu brands in Southern Africa.



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Saatchi & Saatchi Brandsrock will, from 1 January 2016, begin to work as the new strategic event management agency across Chevrolet, Opel and Isuzu. The agency will deliver for media, dealer and customer-facing events.

Brian Olson, Vice President of Vehicle Sales, Service and Marketing for GM Sub-Saharan Africa, said "Saatchi & Saatchi's passion for sharp strategy, strong ideas, responsiveness, performance & measurement is line with our values. This is a great fit for our company as we look to build awareness of our Chevrolet, Opel and Isuzu brands - not only through the implementation of cutting-edge and well-executed events, but also through the amplification of the events throughout the media mix."

John Dixon, Chief Executive Officer of Saatchi & Saatchi Brandsrock said, "Being chosen to work on three of the worlds leading motor vehicle brands, is an absolute privilege. It was clear from the outset of the process that they were looking for exceptional, integrated ideas which would do justice to each of their three brands."

Chevrolet, with its strong global presence as a brand of possibilities. Opel, with its German heritage, and Isuzu, the legendary bakkie with an established history in South Africa."

Dixon went on to say, "In the same way they believe in uncompromising quality, Saatchi & Saatchi Brandsrock strives to deliver flawless services and meet their clients' expectations. We are delighted that the ideas we shared were in line with the brands strategic focus and we look forward to making magic together."

Olson said Saatchi & Saatchi were chosen for what they bring to the table in terms of culture, offering and people. "Their

belief in Nothing is Impossible resonated with us. We were impressed with the quality of the management, the energy and can-do approach of their team."

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