

## Media Release

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**DATE: 25<sup>th</sup> February 2019**

**FOR IMMEDIATE RELEASE**

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### **Nestlé Appoints Saatchi & Saatchi Australia and launches new work for Nescafé Blend 43**

Nestlé Australia has appointed Saatchi & Saatchi Australia as its lead creative agency across its beverages and foods portfolio.

This remit will see Saatchi & Saatchi oversee all strategic and creative duties across this portfolio on a number of brands, including Nescafé Blend43, Nescafé Gold and Maggi.

As part of the move, Saatchi & Saatchi has produced a new campaign, 'Raise A Cuppa', for Nescafé Blend43, a large-scale brand campaign celebrating how far neighbours will go for each other.

The TV campaign is supported by extensive PR, radio, social and experiential activities.

Saatchi and Saatchi CEO, Anthony Gregorio, said: "We are delighted to be working with Nestlé. And it's a privilege to launch new work for Nescafé Blend 43, an iconic brand amongst everyday Aussies."

Nestlé Australia Director Martin Brown added: "This upcoming campaign on such an important Australian brand such as Nescafé Blend 43 is testament to the thinking of the team at Saatchi. We look forward to building this relationship over the coming years."

To view Nescafé Blend43 'Raise A Cuppa' TVC campaign [click here](#)

Campaign Credits:

**Client: Nestlé Australia**

Director – eBusiness, Strategy & Marketing: Martin Brown

Marketing Director: Sherif Hani

Marketing Manager: Rebecca Dobbins

**Creative Agency: Saatchi & Saatchi Australia**

**Production Company – Finch**

Director: Benji Weinstein

Editor: Dave Wood

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