

Żołędziowski: Recession is a bad time to expand a company.

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Kevin Roberts is a charismatic persona in the world of advertising. He is at the head of Saatchi & Saatchi Worldwide, one of the leading advertising agencies in the world. Last week he paid a visit to Warsaw. The invited guests, clients and agency members filled one of the showrooms at the Kinoteka cinema, to listen to his lecture about his new ideas about advertising. The presentation was dedicated to 'Lovemarks' – the brands most appreciated by their customers.

It was the second visit of Kevin Roberts to the Polish subsidiary of Saatchi & Saatchi, a reward for a successful year.

In fact, although the Polish advertising market suffered a breakdown last year, Saatchi & Saatchi Poland registered an increase of profits by 4% and was chosen by the Polish marketing magazine Media and Marketing Polska as Advertising Agency of the Year.

Marek Żołędziowski, CEO of Saatchi & Saatchi Poland is planning to increase the company's turnover by 10%. Though the agency in the past 6 months won 3 out of 6 bids, this year he wants to concentrate its performance on the service it offers current clients, both international and local.

Among the agency's biggest clients are Toyota, Procter & Gamble, Millennium Bank, Carrefour, Carlsberg Okocim, Goodyear and Puma.

Saatchi & Saatchi Poland employs about 60 people. Its director rejects the idea of the agency expansion at present: 'Recession is a bad moment to expand the company. We have chosen our staff for the long term and with extreme care - it's not easy to enter the company. In many agencies people are working by habit. Here it's different. We are real madcaps!'

The agency still offers apprenticeships, nevertheless. 'We are always on the look-out for new talent'.