

PRESS RELEASE



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For Immediate Release

Saatchi & Saatchi X Reveals New Brand Identity & Logo

SPRINGDALE, ARKANSAS — Wednesday, February 28 — Saatchi & Saatchi X shared a refreshed brand identity and logo mark today, which represents the agency’s continued commitment to innovate and deliver in the ever-evolving world of retail and shopper marketing. “At Saatchi & Saatchi X, we help clients grow top-line sales and market share no matter the environment, challenge, or timeline,” said Saatchi & Saatchi X CEO Jessica Hendrix. “Our unique approach of bringing strategy, creative, and execution together delivers operationally superior ideas and solutions. Our deep understanding of shopper behavior, retailer priorities, and brand imperatives enables us to solve the impossible.” The shopper marketing discipline has changed significantly as the retail environment continues to evolve at an unprecedented pace. Retailers seek forward-thinking partners to innovate with speed and agility through online and in-store experiences. Omnichannel has been replaced by a truly seamless commerce strategy that supports the moment-to-moment journey as shoppers move across channels and formats.

“The new equity reflects our heritage while also representing the evolving landscape retailers and brands are helping to define,” said Vice President of Client Partnership & Brand Strategy Nicholas Sammer. “The ‘&X’ has layered meaning, where the ampersand illustrates the power of collaboration with our clients through our capabilities and how we partner to solve business challenges. The X reflects our unique offering and leadership in the shopper marketing industry.”

Saatchi & Saatchi X delivers business-building and award-winning work to a diverse client mix through a proprietary combination of world-class creative, two decades of in-store production experience, and a groundbreaking strategy and digital team — all built on a foundation of shopper insights based in human psychology.

“The transition to the new brand identity and logo mark will be seamless to our client partners,” Hendrix said. “It’s simply an updated visual representation of our approach and the work we deliver daily as we help our clients deliver today and navigate tomorrow.” Current Saatchi & Saatchi X clients include 3M, Coca-Cola, Duracell, Essilor, Keurig, Procter & Gamble, TracFone, and Wendy’s, all served from the agency’s Northwest Arkansas, Cincinnati, Hoboken, Dallas, and San Bruno offices.