

Revisiting L&K's mandate

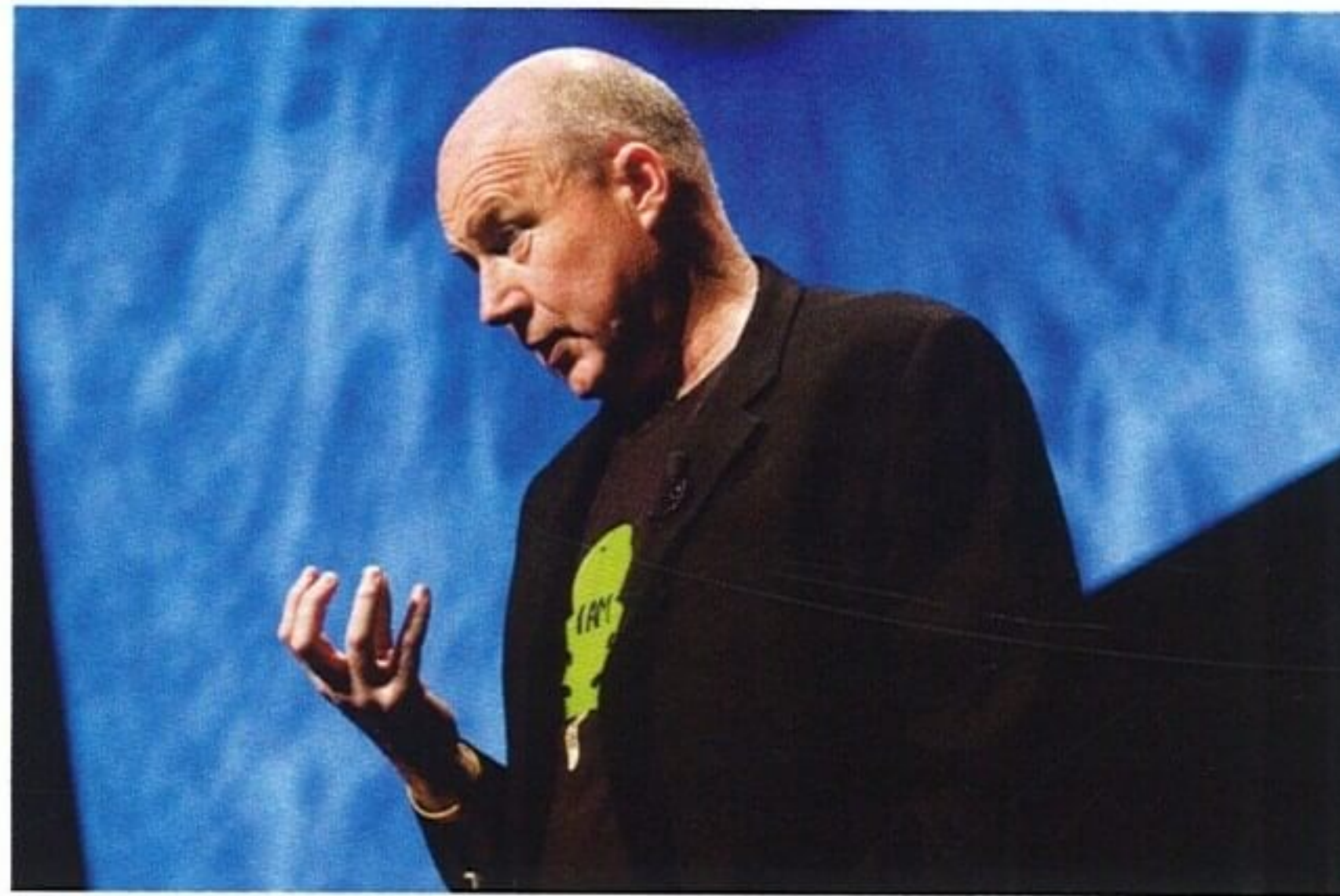
Creating 'most loved work' top priority, says Kevin Roberts on India visit

Raahil Chopra

Kevin Roberts, worldwide CEO, Saatchi & Saatchi, made a brief visit to India to discuss targets and growth amongst other things with his recently acquired L&K Saatchi & Saatchi team.

Speaking with *Campaign India*, he said, "I am in India because I wanted an update on the merger. They've had close to a year and have had time to settle down. I wanted to sit with the leadership team to talk about what our expectations are together for the next 18 months."

He added, "I'm happy so far with the way it's gone. Now, it's about how do we set ourselves for growth. We've spoken about what



Kevin Roberts, worldwide CEO, Saatchi & Saatchi

would be success for us for the next two years. I don't care what happens in Cannes, but what I would like to be doing is the most popular work which is the most loved in India. We want

to create work that is shared the most. I guess Ogilvy and Lowe are currently doing it in the country, but we aren't. In most countries, Saatchi is creating work like that. So, the first task is to make work

that people love and share."

Talking about global challenges, Roberts said, "We (advertising agencies) are slow and the consumer is very fast. We have to eliminate these departments and the differences and play it together. We have to speed up. The holding companies have to learn how to play better together. We have Saatchi, Leo Burnett, Fallon, BBH, Publicis, Starcom and Mediavest. Yes, we have to win at the club level, but when we come together to play for India (in our case Publicis) we have to learn to play faster and more effectively, something that we've not done before."

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