

## Media Release

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**FOR IMMEDIATE RELEASE**

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### **RAMS Financial Group Appoints Saatchi & Saatchi Australia**

RAMS Financial Group has appointed Saatchi & Saatchi Australia, part of the Publicis Groupe, as its lead creative agency.

The new account win is an extension of the agency's relationship with the WestpacGroup, including brands St.George Bank, Bank of Melbourne and BankSA. The account was acquired without a pitch.

RAMS Head of Marketing, Christian Johansson (CJ), said: "We are excited to be partnering with Saatchi & Saatchi, a partnership that will continue our deep connection with Australian home buyers and one that builds on RAMS's reputation as one of Australia's leading home loan specialists.

"The energy and enthusiasm of the Saatchi & Saatchi team reflects their desire to work with us on a deeper level. Their demonstrated experience in brand consultancy extends far beyond that of simply a creative agency and we look forward to a long-standing relationship."

Saatchi & Saatchi General Manager, Toby Aldred, said: "RAMS is one of the fastest growing home loan providers in Australia so the opportunity of building on this success appeals to our Nothing is Impossible nature. We're looking forward to creating the next chapter in our valued relationship with the WestpacGroup and working closely with CJ and his talented and ambitious team."

Media remains with Blue449.

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For more information, further quotes or images, contact:

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