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DOCNZ/SAATCHI PRESS RELEASE

Saatchi and Saatchi announces today its involvement as the agency for the inaugural International Documentary Film Festival New Zealand (DOCNZ). The festival will be the first of its kind in Australasia and will be held at Auckland's Academy Cinema September 15-28 and Wellington's Paramount Cinema September 29 – October 05.

Saatchi CEO Andrew Stone – "Saatchi and Saatchi are delighted to be part of such an innovative festival. We look forward to producing a compelling campaign that will promote the exceptional quality of these amazing documentaries"

The festival will be a first class cultural event celebrating our world's diversity and talent. It will act as a promotion for documentary film-making by making it easily accessible to the public. In addition to the screenings, the festival will also hold an opening night gala, a competition culminating in an awards evening and a series of trade forums.

Ewa Bigio, Business Development Manager of the DOCNZ Festival Trust - "There is no question that when the Trust was looking for an agency to spearhead its marketing campaign that Saatchi & Saatchi was its first and only choice. Saatchi & Saatchi are world class leaders in what they do and the Trust wanted to work alongside an agency which would take the Festival to its potential as a world class event."

The TVC campaign will air in late August on the National Geographic and Arts channels with flyers, programmes and posters seen in central and Auckland and Wellington locations.