

# Robett Hollis and FRONTSIDE join Saatchi & Saatchi New Zealand

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Publicis Communications has announced that leading New Zealand Content agency FRONTSIDE and founder Robett Hollis will be joining Publicis Groupe in New Zealand. The team will work closely with Saatchi & Saatchi as well as continuing to operate separately under the FRONTSIDE brand, now part of Publicis Communications.

Robett will also take up a newly created role within Publicis Groupe, working across key clients at Saatchi & Saatchi as required.

FRONTSIDE was founded by Robett Hollis in 2007 and has since grown to become one of the most in-demand content agencies in New Zealand. A self-made entrepreneur, heavily involved in the media and tech industry, Robett sits on the Board of the New Zealand Technology Industry Association, is a Board Member of Figure NZ and was named by LinkedIn as one of the Top Three Most Influential New Zealanders on the platform. He also founded the New Zealand Entrepreneurs Festival and is the creator of ColabNZ, a creative shared workspace supporting tech startups which expanded into New Zealand's largest.

Managing Director of Saatchi & Saatchi New Zealand, Paul Wilson said, "I've known Robett for over six years now and have worked with him closely for the last two. He is a force of nature with a unique take on creativity, technology and helping brands grow. Alongside the agility and speed of the FRONTSIDE content team, Robett's entrepreneurial background and relentless energy will be a powerful addition to our business."

Robett Hollis commented, "I truly believe content is the new currency, but creativity will always be the variable to make it cut through with credibility. This partnership with Saatchi & Saatchi and Publicis Communications shows that they are just as serious about this fast-moving content space as we are. For me, I believe business is about genuine relationships so most of all, it was the people at Saatchi & Saatchi, and in particular Paul, that cemented my decision to join the Publicis whanau."

Michael Rebelo, CEO of Publicis Communications ANZ added, "We're really excited that Robett and the FRONTSIDE team have joined Publicis Communications. Their agility and progressive point of view on the world of content will only enhance our offering to clients in New Zealand as we continue to invest in our capabilities here."



## About Publicis Communications

Publicis Communications is one of the four solutions hubs of Publicis Groupe, alongside Publicis Media, Publicis.Sapient and Publicis Healthcare. Publicis Communications unites the Groupe's creative offering: Publicis Worldwide, Leo Burnett, Saatchi & Saatchi, BBH, Fallon, Marcel, Prodigious, a global production leader, and MSLGROUP, specialized in strategic communications. Present in 20 markets, Publicis Communications aims to be the indispensable creative partner in their clients' transformation. Publicis Communications draws upon the expertise of over 30,000 employees.

<http://www.publicisgroupe.com/en/services/services-publicis-communications-en>

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