

## **SaatchiDGS takes Aim**

Saatchi & Saatchi's new digi unit SaatchiDGS has scored the Westpac digital and direct account, previously held by Aim Proximity. The acquisition, which sees the brand's digital and direct aligning with the advertising which Saatchi & Saatchi already holds, was made without a pitch. DGS co-head Tony Gardner is excited to see such a huge win within only three weeks of the new business unit being in existence. (Not to mention before Matt Shirtcliffe even arrives back in the country.)