

M&C Saatchi Abel and Hollard to amicably part ways after 5 years

Issued by [M&C Saatchi Abel](#)

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M&C Saatchi Abel and Hollard announce that due to conflict issues, they will be parting ways.



It's been a very happy and mutually beneficial relationship between ourselves and the agency. Over five years together, we have created some magical and iconic advertising, which has delivered hard results to the business and also added significantly to our brand equity: from mystics in caravans, to dogs weeing on doll houses, to hamster's "Yoh-hing" their way to Better Futures, to running together in purple Speedo's, and this year to tangibly living our true purpose in the simplest of ways, by saying 'he11o' ", says CMO, Heidi Brauer.

"We part as great friends," says M&C Saatchi Abel Group MD, Jason Harrison. It's always sad when a conflict situation occurs, but both Hollard and M&C Saatchi Abel, given our trusted relationship, have approached it in an entirely constructive way. Some quality agency will be very lucky to collaborate on this amazing account, as not only is Hollard a brilliant brand, but they are a wonderful client too. It has been a truly amazing journey filled with humanity and humour. All that is left is to now have a fantastic relationship celebration party," concludes Harrison.

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M&CSAATCHI ABEL

It is at the heart of everything we do. From creative thinking to creative work. From how we are structured to the systems we use. Brutal Simplicity runs through the culture of every single one of our offices, all around the world.

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