The Saatchi & Saatchi Story

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Moscow - Saatchi & Saatchi Moscow has launched a campaign for the Shchusev State Museum of Architecture. Entitled “Discover the Full Story”, the press and outdoor campaign aims to encourage more visitors to the museum, whose collection reflects the thousand-year history of Russia's architectural heritage. Using three symbolic buildings in the city, the main building of Lomonosov Moscow State University, St Basil's Cathedral on Red Square and the Bolshoi Theatre, the images demonstrate that behind the familiar exterior hides a story and there is much more to be discovered.

Nothing Is Impossible | Official Instagram of Saatchi & Saatchi Worldwide

Saatchi & Saatchi is a global communications and advertising agency network with 114 offices in 76 countries and over 6,500 staff. It was founded in 1970 and is currently headquartered in London. The parent company of the agency group was known as Saatchi & Saatchi PLC from 1976 to 1994, was listed on the New York Stock Exchange until 2000 and for a time, was a constituent of the FTSE 100 Index. In 2000, the group was acquired by the Publicis Groupe. In 2005 it went private.