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Website for McCann-Erickson Romania

Iaşi, 30 November 2004 - Grapefruit, a Romania branding and interactive media consultancy has created the web site for McCann Erickson Romania, one of Romania's biggest advertising agencies. The new web site is now live at www.mccann.ro.

Seeking to effectively support a leadership positioning, Grapefruit created a site that talked to its audience about achievements, creativity, non-conformism, and excellence, the way McCann mixes, offers and requests them all. "Working for another marketing communication agency is always difficult, but the bigger the name, the more challenging it becomes," noted Marius Ursache, Chief Creative Officer Grapefruit.

McCann Erickson Romania (www.mccann.ro) is one of the country's top advertising agencies and a part of McCann Erickson Worldwide. The agency serves major accounts such as The Coca-Cola Company, Nestlé, Mobifon, Interbrew, and L'Oréal.

Grapefruit (www.grapefruit.ro) is a consultancy for branding and interactive, based in Iaşi, România. Its client roster includes companies like Connex, HP, Eli Lilly, DDB San Francisco, and the International Corporate and Brand Identity Centre.