



## **FOUR-WAY PITCH FOR VELVET CREATIVE ACCOUNT**

Clemmow Hornby Inge, Fallon, Publicis and incumbent Roose have been short-listed by SCA Hygiene Products (UK) Ltd to pitch for the company's £10 million Velvet toilet tissue account.

The statutory review follows a successful four-year relationship with Roose—responsible for the Velvet brand's Mrs B campaign. The brand is the established number two in the toilet tissue sector with its Double Velvet and Quilted Velvet variants.

Sally Barker, Category Director for SCA, comments:

"We have a definitive plan for building upon the success of the Velvet brand in the UK and this helped influence our choice of short-listed agencies."

Roose's other business with SCA, including Bodyform, remains unaffected.

**- ENDS -**

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