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PRESS RELEASE

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The Georgian National Investment Agency appoints Walker Media to execute global media campaign.

GNIA, the department of the Government of Georgia responsible for promoting and facilitating foreign direct investment in Georgia, has appointed Walker Media to handle its global media planning and buying with an initial spend of \$6M.

The campaign launches this week on global platforms including the Wall Street Journal, the Financial Times, the Economist, CNN and CNBC and will feature print, TV and online advertisements produced by M&C Saatchi subsidiary IS. The creative challenges perceptions of Georgia by comparing the country's economic data with the U.S. State of Georgia and with countries including Britain, Japan and Hong Kong under the headline "And the winner is Georgia".

Walker Media is also working with partners to organise a series of Forums promoting the country's credentials to international investors and is producing a global advertiser funded programme which will provide content for a series of location reports to run in print.

Simon Davis, Managing Partner at Walker Media said "GNIA has a tremendous story to tell and we're pleased to be working with them at this exciting stage in the country's development."

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