



**Citibank Europe plc,
organizační složka
16th January, 2014**

Citibank to sponsor The First Republic series

PRAGUE – Citibank will have its own TV spots sponsoring the new Czech Television’s series “The First Republic” (První republika), as of January 17th, 2014. The spots have been prepared in cooperation with Publicis agency, with whom Citi cooperates globally, and will include two 10” versions of TV spot broadcasted before and after the series that has 22 episodes in total and will be aired every Friday evening on Czech Television’s channel 1.

“Citibank normally uses advertisements placed on public transport vehicles or at the Václav Havel Airport Prague for marketing support of its products and services,” said Andrea Klímová, Marketing Communication Manager. She adds: “This campaign brings Citibank in the Czech Republic back on TV and we believe that it will contribute to increased brand awareness and its attributes.”

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Citi

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