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# PITCH REPORT

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DRIVING TRANSFORMATION FOR MARKETERS & THEIR AGENCIES

Est. Billings in US\$

## NEW ACCOUNTS IN REVIEW

REGION	BRAND	INCUMBENT	CREATIVE	MEDIA	EST BILLINGS	LED
US	Hotels.com	Crispin Porter Bogusky			\$50m	n/s
US	Fruit of the Loom	Crispin Porter Bogusky			\$50m	n/s
UK	Samworth Brothers	various			\$20m	n/s
US	TJ Maxx	Grey			\$60m	n/s
Global	Reckitt IW	Havas			\$100m	R3
Global	Sony IMS	n/s			\$100m	R3

## CREATIVE & PR ACCOUNT MOVES

REGION	BRAND	WINNER	CREATIVE	PR	INCUMBENT	EST BILLINGS
Singapore	Audi	BBDO			n/s	\$10m
Global	The Body Shop	FCB			n/s	\$50m
US	The Body Shop	Finn Partners			n/s	\$10m
Europe	Celio	Buzzman			n/s	\$20m
US	eBay	The Many			n/s	\$100m
UK	Google	Uncommon			n/s	\$20m
France	France Invest	Ogilvy			n/s	\$20m
Europe	LG Electronics	Serviceplan			n/s	\$100m
US, APAC	Lululemon	Edelman			n/s	\$30m
Singapore	Starhub	The Secret Little Agency			n/s	\$20m
Global	Virgin Atlantic/Holidays	Lucky Generals			AMV BBDO	\$20m
China	VW, Audi SUVs	Dentsu McGarryBowen			n/s	\$50m
Germany	WeltN24	Heimat			Jung von Matt	\$30m
US, UK	Zoom	Zeno			Hotwire	\$20m

## MEDIA ACCOUNT MOVES

REGION	BRAND	WINNER	MEDIA	INCUMBENT	EST BILLINGS
US	American Family Insurance	Publicis Media		n/s	\$300m
US	Coinbase	Wavemaker		n/s	\$50m
US	Edible	Tombras		n/s	\$40m
Europe	Lindt & Spruengli	Publicis Media		various	\$100m
US	Madison Reed	Dentsu x 360i		n/s	\$30m

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