

15 May - 2 June 2021



# 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	CRM	EST BILLINGS	LED
UK	Argos	various				\$50m	n/s
Global	Durex	Havas, various				\$50m	R3
Global	Standard Chartered	Carat				\$60m	R3
Global	Sony IMS	new business				\$60m	R3
US	Eli Lilly	OMD				\$500m	R3

## CREATIVE, DIGITAL, PR ACCOUNT MOVES

REGION	BRAND	WINNER	CREATIVE	DIGITAL	PR	INCUMBENT	EST BILLINGS
Global	Amadeus	Zeno Group				n/s	\$20m
Global	Avis Budget Zipcar	Edelman				various	\$15m
Global	Axe	Martin Agency				72andSunny	\$80m
US	Blueair	Allison & Partners				Finn Partners	\$10m
UK	Center Parcs	Brothers & Sisters				VMLY&R	\$8m
US	Champion Petfoods	TDA Boulder				n/s	\$10m
US	Discover	TBWA				n/s	\$100m
US	Godiva	TracyLocke				n/s	\$10m
Global	Gorillas	Mediamonks				n/s	\$10m
Global	Groupon	FCB				TBWA	\$80m
UK	Halfords	Good Relations				n/s	\$5m
UK	Oreo	Saatchi & Saatchi				n/s	\$5m
Global	Philips	Omnicom				Ogilvy	\$300m
US/UK	Pinterest	Droga5				n/s	\$50m
Australia	Pizza Hut	VMLY&R				n/s	\$10m
US	Prudential Financial	StrawberryFrog				in-house	\$55m
US	Shutterfly	Mischief				n/s	\$20m
Australia	Specsavers	AJF Partnership				Cummins & Partners	\$5m
UK	WhatsApp	Edelman				n/s	\$10m

## MEDIA ACCOUNT MOVES

REGION	BRAND	WINNER	MEDIA	DIGITAL	INCUMBENT	EST BILLINGS
Global	Canva	OMD			n/s	n/s
Global	Cigna	IPG Team Unleash			OMD	\$70m
US	Hershey Company	Horizon Media			UM	\$280m
US	HP Enterprise	in-house			Digitas	\$80m
MY, PH, SG	IKEA	PHD			Vizeum	\$30m
US	PetSmart	Mediasmith			Empower	\$50m
US, UK	Pinterest	MullenLowe Mediahub			n/s	\$50m
US	Lidl	Novus Media			Starcom	\$40m
Australia	South Australia Tourism	Carat			Wavemaker	\$20m
UK	UKTV	Havas			Hearts & Science	\$10m

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