

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
UK	CompareTheMarket	Wavemaker			\$50m	n/s
Europe	Kingfisher (B&Q, Castorama)	Wavemaker, Mindshare			\$30m	n/s
Global	CFA Institute	Ogilvy, NEO			\$30m	R3
Global	Durex	Havas			\$60m	R3
China	Metersbonwe	n/s			\$100m	R3
China	MINI	n/s			\$50m	R3

CREATIVE ACCOUNT MOVES

REGION	BRAND	WINNER	CREATIVE	DIGITAL / SOCIAL	PR	CRM	INCUMBENT	EST BILLINGS
UK	Adobe	Ketchum					Red Consultancy	\$5m
Germany	Betway	David und Martin					Saatchi & Saatchi	\$10m
UK	British Heart Foundation	Saatchi & Saatchi					MullenLowe	\$5m
Europe	Desperados	Publicis.Poke					W+K Amsterdam	\$10m
Malaysia	EMart24	Beatnk, Rebl, McGagh Communications					n/s	\$5m
Global	Frankfurt Book Fair	Syzygy					n/s	\$10m
UK	Grosvenor Casinos	Isobel					St. Luke's	\$10m
S.Africa	Johnnie Walker	TBWA					Wunderman Thompson	\$15m
US	LegalZoom	Hubbub Manufacturing					n/s	\$8m
Australia	LG Electronics	The Works					n/s	\$12m
Global	LinkedIn	Golin					EP & Co	\$20m
Europe	Meetic, Match, Love Scout, etc.	WNP, Harbour, Hirschen Grp					Marcel	\$40m
UK	Pizza Express	Engine					n/s	\$15m
UK	Sainsbury's Beauty	New Commercial Arts					n/s	\$10m
Australia	SodaStream	Thrive PR+Communications					n/s	\$5m
Europe	Trident gum	Publicis.Poke					Ogilvy	\$15m

MEDIA ACCOUNT MOVES

REGION	BRAND	WINNER	MEDIA	INCUMBENT	EST BILLINGS
Germany	Flixbus	Wavemaker		n/s	\$10m
US	I Love NY (NY Tourism)	UM		Zenith	\$10m
Australia	Insurance Australia Group	Initiative		Mindshare	\$18m
Germany	Miele	Wavemaker		Pilot Media	\$20m
Malaysia	Pizza Hut	Dentsu Malaysia		n/s	\$10m
US	Red Bull	PHD		Starcom	\$100m

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