

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	CVS/Aetna	BBDO, Ogilvy, Wunderman Thompson	●	●	\$200m	n/s
Global	Farfetch	Mediacom	●	●	\$100m	n/s
Global	Just Eat takeaway.com	UM, Carat	●	●	\$400m	n/s
Global	Kering	Zenith	●	●	\$400m	R3
UK	UK Government	OmniGov (MG OMD)	●	●	\$300m	n/s
Global	Sony IMS	N/A	●	●	\$100m	R3

CREATIVE/DIGITAL/PR/MULTICULTURAL ACCOUNT MOVES

REGION	BRAND	WINNER	CREATIVE	DIGITAL	PR	MULTICUL	INCUMBENT	EST BILLINGS
US	Amerisave	Arnold	●				The Martin Agency	\$50m
UK	Brewdog	Droga5	●				n/s	\$20m
US	California Pizza Kitchen	Alison & Partners			●		n/s	\$50m
UK	Cancer Research UK	MSQ Partners		●			n/s	\$10m
Germany	Deutsche Bahn	Ogilvy, Grabarz & Partner	●				Ogilvy, BBDO, Think, Fisher	\$80m
US	Disney+	Erich & Kallman	●				n/s	\$100m
Global	Dubai Tourism	Mother	●				n/s	\$50m
Australia	Foxtel	MSL			●		n/s	\$20m
US	H&R Block	Carmichael Lynch	●		●		Deutsch, Edelman	\$150m
Global	JLL	Havas	●				n/s	\$70m
US	Kin Insurance	VaynerMedia	●				n/s	\$40m
Indonesia	Multi Bintang Indonesia	Maverick			●		n/s	\$20m
Australia	National Australia Bank	TBWA	●				BBDO	\$50m
Indonesia	PermataBank	M&C Saatchi	●	●			n/s	\$10m
China	Pfizer	F5	●				n/s	\$15m
US	Sephora	R/GA	●				n/s	\$50m
US	Taco Bell	Cashmere				●	n/s	\$40m

MEDIA ACCOUNT MOVES

REGION	BRAND	WINNER	MEDIA	DIGITAL	INCUMBENT	EST BILLINGS
India	Acer	Motivator	●		n/s	n/s
Australia	Bundaberg Brewed Drinks	Zenith	●		Carat	n/s
Australia	Jenny Craig	Mindshare	●		Cummins & Partners	n/s
Australia	L'Oreal	Wavemaker	●		Carat	\$51m
DACH	L'Oreal	Wavemaker	●		Publicis Media iBeauty	n/s
US	Morgan Stanley, E*Trade	Mediahub	●		Assembly, Spark Foundry	\$200m
UK	Pernod Richard	Manning Gottlieb OMB	●		Havas	\$13m
China	Under Armour	Wavemaker	●	●	n/s	n/s

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