

PITCH REPORT

www.rthree.com

DRIVING TRANSFORMATION FOR MARKETERS & THEIR AGENCIES

● Global ● Americas ● Europe ● Asia

Est. Billings in US\$

NEW ACCOUNTS IN REVIEW

REGION	BRAND	INCUMBENT	CREATIVE	MEDIA	PR	EST BILLINGS	LED
Global	AB InBev	WPP, Publicis, Dentsu				\$850m	n/s
US	Audi	Venables Bell				\$150m	n/s
US	Hanes (Hanes, Bali, Maidenform, Champion, Playtex)	Weber Shandwick				\$100m	n/s
Malaysia	Foodpanda	Carat Media				\$10m	n/s
UK	John Lewis Partnership	MG OMD				\$30m	n/s
US	KFC	Wieden + Kennedy				\$500m	n/s
US	Liberty Mutual	Initiative				\$300m	n/s
UK	Lloyd Banking Group	Mediacom				\$110m	n/s
US	Reynolds Brands	Havas				\$80m	R3
Europe	Santander	Havas, Carat				\$460m	n/s
Indonesia	Samsung	n/a				\$50m	R3
Singapore	Singtel	n/a				\$40m	R3
UK	Taco Bell	n/a				\$10m	n/s

CREATIVE/DIGITAL/PR ACCOUNT MOVES

REGION	BRAND	WINNER	CREATIVE	DIGITAL	PR	INCUMBENT	EST BILLINGS
Global	Coca-Cola	BETC				n/s	\$2b
Global	De'Longhi	M&C Saatchi				n/s	\$50m
Global	Edelweiss Beer	Fred & Farid				n/s	\$20m
US	Fruit Of The Loom	GSD&M				CP&B	\$50m
US	GM Cruise	Pereira & O'Dell				n/s	\$100m
China	Hunter	Gusto Luxe				n/s	\$20m
Global	Infiniti	Imre				n/s	\$20m
France	Kinder Confectionery	Publicis				n/s	\$20m
Global	Mercedes-Benz	Omnicom Team X				Publicis Emil	\$800m
NZ	Meridian	The Monkeys				n/s	\$5m
US	Panera Bread	Mother				Anomaly, Goodby Silverstein	\$50m
UK	Papa John's	Atomic				Pablo	\$10m
Global	Parfums Christian Dior	180 Luxe				n/s	\$50m
US	Planet Fitness	Team Lift Publicis				Barkley	\$200m
UK	PZ Cussons	Fold7				Iris	\$10m
Europe	Reuters	VMLY&R				n/s	\$10m
Global	Roku	R/GA				n/s	\$40m
US	Wells Fargo	Havas				n/s	\$200m

MEDIA ACCOUNT MOVES

REGION	BRAND	WINNER	MEDIA	DIGITAL	INCUMBENT	EST BILLINGS
DE, RU, CN, AU	Bayer	Mediacom			PHD, Dentsu	\$100m
Australia	Chevron	OMD			n/s	\$15m
Singapore	Danone	Hashtag Interactive			n/s	\$5m
Global	De Beers Forevermark	Havas Media			Mindshare, Havas	\$30m
Italy	Ferrero	Publicis Media			Mindshare	\$170m
Global	Just Eat Takeaway	UM			UM, Carat	\$20m
Italy	L'Oreal	Wavemaker			n/s	\$40m
Pakistan	Nestle	Publicis			Wavemaker	\$20m
US	Planet Fitness	Team Lift Publicis			n/s	\$200m
DACH, TR	Unilever	PHD			Mindshare	\$350m
FR, ES	Unilever	Havas			Mindshare	\$320m
Middle East	Unilever	PHD			Initiative	\$100m

Powered by



adbrands.net
The World's Leading Advertisers and Agencies
Which Agency. What Clients. Where.