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PITCH REPORT

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DRIVING TRANSFORMATION FOR MARKETERS & THEIR AGENCIES

Premiumization, direct-to-consumer channels, and the growth of performance and non-alcoholic drinks are driving beverage brands to search for new agencies. AB InBev has awarded its \$4bn Media account to Publicis Media, while Grolsch, Guinness and Powerade name new Creative agency partners in Iris, Thinkerbell, and Publicis Groupe. See the full list below with content powered by [adbrands.net](#).

NEW ACCOUNTS IN REVIEW

| REGION | BRAND | INCUMBENT | CREATIVE | MEDIA | PR | EST BILLINGS | LED |
|-----------|--------------------|--------------------------|----------|-------|----|--------------|-----|
| Australia | Coles Supermarkets | Big Red, BBDO, TBWA, OMD | | | | \$100m | n/s |
| Global | Ekaterra | Mindshare | | | | \$50m | n/s |
| Global | FedEx | OMD | | | | \$130m | n/s |
| Singapore | KFC | GOODSTUPH | | | | \$10m | n/s |
| UK | NFU Mutual | n/s | | | | \$15m | n/s |
| France | RATP | n/s | | | | \$15m | n/s |
| Global | Standard Chartered | TBWA | | | | \$50m | R3 |
| UK | Virgin Media O2 | DDB, VCCP | | | | \$80m | n/s |
| China | Pepsi KOL | Multiple | | | | \$50m | R3 |

CREATIVE/DIGITAL/PR ACCOUNT MOVES

| REGION | BRAND | WINNER | CREATIVE | DIGITAL | PR | INCUMBENT | EST BILLINGS |
|-----------|---------------------------|------------------------|----------|---------|----|--------------------|--------------|
| Global | ASICS | Wheelhouse Labs | | | | n/s | \$20m |
| Global | Austrade | MullenLowe | | | | n/s | \$10m |
| Europe | Bumble | 72andSunny | | | | n/s | \$30m |
| Global | The CFA Institute | MSQ | | | | Ogilvy | \$15m |
| Australia | Domino's | It's Friday | | | | n/s | \$15m |
| UK | Evri (ex Hermes delivery) | VCCP | | | | n/s | \$10m |
| Europe | Free Now | BMB | | | | n/s | \$20m |
| Global | Grolsch | Iris | | | | Wunderman Thompson | \$20m |
| Australia | Guide Dogs Australia | The Royals | | | | ThinkerBell | \$5m |
| UK | Guide Dogs UK | MSQ The Gate | | | | Karmarama | \$5m |
| Australia | Guinness | Thinkerbell | | | | n/s | \$5m |
| UK | Honda | Karmarama | | | | n/s | \$40m |
| Global | Hubspot | 72andSunny | | | | n/s | \$30m |
| Global | LTK | Deloitte Digital | | | | n/s | \$30m |
| US | Pacaso | BBH | | | | n/s | \$20m |
| UK | Popeyes | Manifest | | | | n/s | \$10m |
| Global | Powerade | Publicis Groupe | | | | n/s | \$80m |
| US | Schick | Partner & Spade | | | | MullenLowe | \$60m |
| Global | Scholl | Iris | | | | Havas | \$50m |
| Germany | Siemens SBK | Havas | | | | n/s | \$40m |
| APAC | Singtel | Leo Burnett | | | | BBH | \$30m |
| UK | Tinder | Crispin Porter Bogusky | | | | n/s | \$10m |
| Europe | Vestiaire Collective | Droga5 | | | | n/s | \$20m |
| UK | Virgin Voyages | One Green Bean | | | | n/s | \$30m |
| Global | Weleda | Serviceplan | | | | n/s | \$20m |

MEDIA ACCOUNT MOVES

| REGION | BRAND | WINNER | MEDIA | INCUMBENT | EST BILLINGS |
|------------|----------------------|----------------------|-------|----------------|--------------|
| US, Europe | AB InBev | Publicis Media | | Dentsu, others | \$4b |
| Australia | Australian Unity | Initiative | | n/s | \$20m |
| UK | B&Q, Screwfix | dentsu X | | Wavemaker | \$10m |
| Europe | Dr Hauschka | Mediaplus | | n/s | \$30m |
| US | Eargo | UM | | n/s | \$20m |
| UK | Ilva Saronno | The7Stars | | Goodstuff | \$10m |
| Europe | Ineos Hygienics | Wavemaker | | n/s | \$20m |
| SEA | L'Oreal | Performics, Zenith | | n/s | \$80m |
| Global | LTK | Deloitte Digital | | n/s | \$30m |
| UK, France | LVMH | Publicis Media | | WPP | \$230m |
| UK | Matalan | Havas Media | | iProspect | \$26m |
| Germany | Ostermann | Wavemaker | | n/s | \$20m |
| US | Pacaso | MullenLowe Medialhub | | n/s | \$20m |
| US | Post Consumer Brands | MullenLowe Medialhub | | Spark Foundry | \$30m |
| UK | River Island | Love Sugar Science | | MG OMD | \$5m |
| Global | Santander | Dentsu x, Carat | | Havas Media | \$100m |

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