

To see all of the latest New Business wins and losses globally, regionally, and locally, [click here](#)



PITCH REPORT

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DRIVING TRANSFORMATION FOR MARKETERS & THEIR AGENCIES

Travel and ticketing platforms like Boston Tourism, Berlin Airport and Hong Kong Tourism name new agency partners as demand for travel increases globally. See the full list below with content powered by R3's [adbrands.net](#).

NEW ACCOUNTS IN REVIEW

REGION	BRAND	INCUMBENT	CREATIVE	MEDIA	EST BILLINGS	LED
Global	Aeroports de Paris	Havas Media			\$52m	n/s
Global	Burberry	Carat			\$60m	n/s
Global	Changi Airport Group	Ogilvy, Tribal Worldwide			\$16m	n/s
Global	Hanesbrands	Spark Foundry			\$40m	n/s
UK	Thames Water	M&C Saatchi			\$15m	n/s
US	Zillow	Fig			\$50m	n/s
Global	Nike	Wieden + Kennedy, Mindshare			\$1b	R3
Global	Heineken	Multiple			\$500m	R3

CREATIVE/DIGITAL/PR ACCOUNT MOVES

REGION	BRAND	WINNER	CREATIVE	DIGITAL	PR	INCUMBENT	EST BILLINGS
US	2K Games	Adam&Eve, DDB				n/s	\$30m
Australia	Apex Avis Budget	Host Havas				n/s	\$10m
France	Aramisauto	Marcel				n/s	\$20m
Germany	Berlin Airport	Thjnk				n/s	\$20m
Global	Birkenstock	T Brand Studio				n/s	\$5m
Global	Boston Tourism	Allen & Gerritsen				n/s	\$10m
UK	Deel	Edelman				n/s	\$10m
US	Glanbia	Nobox				n/s	\$20m
Indonesia	Hong Kong Tourism	Klareco Communications				n/s	\$5m
Europe	McArthurGlen	McCann				VCCP	\$48m
Australia	Medibank	Colenso BBDO				n/s	\$20m
Europe	Oppo	Sid Lee				n/s	\$100m
India	PepsiCo brands	Leo Burnett				various	\$50m
US	Quip	Mother				n/s	\$30m
Thailand	Robinhood	Accenture Song				n/s	\$5m
Europe	Stellantis auto brands	Publicis Sapient				various	\$50m
Global	Univ of Massachusetts	Innocean				n/s	\$5m
UK	Vodafone	Tin Man				Iris	\$5m

MEDIA ACCOUNT MOVES

REGION	BRAND	WINNER	MEDIA	DIGITAL	INCUMBENT	EST BILLINGS
Malaysia	Astro	Mindshare			Mediabrand, dentsu	\$20m
US	Discover Financial Services	Mindshare			Spark Foundry, Dentsu	\$240m
Vietnam	Nestle	OpenMind			Publicis Media	\$30m
Australia	NSW Government	OMD			various	\$48m
Indonesia	Noice	M&C Saatchi			n/s	\$5m
Europe	Trainline	Wavemaker			Electric Glue	\$10m
Malaysia	Wipro Consumer Care	Wavemaker			n/s	\$10m

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