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PITCH REPORT

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DRIVING TRANSFORMATION FOR MARKETERS & THEIR AGENCIES

Alcohol brands look for new agency partners as brand-retail collaboration becomes key to industry growth. Bud Light, Beam Suntory, Carlsberg, and Pernod Ricard name creative agencies for US and European markets, while Heineken Group selects Dentsu Red Star to handle US Media. See the full list below with content powered by R3's [adbrands.net](#).

NEW ACCOUNTS IN REVIEW

REGION	BRAND	INCUMBENT	CREATIVE	MEDIA	PR	EST BILLINGS	LED
US	Bud Light	Wieden + Kennedy				\$100m	n/s
SEA	DFI Retail Group	n/s				\$20m	n/s
UK	GambleAware	M&C Saatchi, Goodstuff				\$10m	n/s
Global	Heineken brands (excl Heineken)	various				\$500m	R3
Singapore	National Environment Agency	n/s				\$5m	n/s
Europe	Opel, Vauxhall	McCann				\$300m	n/s
US	Pernod-Ricard brands	various				\$50m	n/s
Global	Tommy Hilfiger	Laird & Partners				\$30m	n/s
Europe	Tuborg	Grey				\$20m	n/s

CREATIVE/DIGITAL/PR ACCOUNT MOVES

REGION	BRAND	WINNER	CREATIVE	DIGITAL	PR	INCUMBENT	EST BILLINGS
US	Amica Insurance	Mother				n/s	\$20m
US	Beam Suntory brands	Highdive				n/s	\$30m
Australia	Calbee	HERO				n/s	\$5m
Europe	Carlsberg	Fold7				Grey	\$20m
Global	Chupa Chups	Serviceplan				n/s	\$20m
India	Cloudflare	Pitchfork Partners				n/s	\$10m
Global	Cotton On Group	Lexer				n/s	\$30m
Canada	Domino's	Lg2				n/s	\$10m
UK	Dreams	Iris				Uncommon	\$24m
US	Ecuador Tourism	GMS				n/s	\$10m
Global	Helly Hansen	Iris				n/s	\$10m
Global	Hotels.com	Wieden + Kennedy				various	\$200m
China	McLaren Automotive	WE Red Bridge				n/s	\$5m
Australia	Menulog	Thinkerbell				n/s	\$5m
Global	Moderna	IPG Dxtra Health				n/s	\$50m
US	NOBULL	M&C Saatchi				n/s	\$5m
UK	O2	Rapp				M&C Saatchi	\$10m
Singapore	Oddle	SPRG Singapore				n/s	\$5m
Australia	Optus	Society				Thrive	\$10m
US	Pernod Ricard brands	Casanova, Plan C, Ché, Titanium				n/s	\$10m
Singapore	Puma	Mercury PR				n/s	\$2m
Global	Shell	MSQ, The Gate, MBAsack				n/s	\$5m
Australia	Slyp	M&C Saatchi				n/s	\$5m
Ireland	Tesco	BBH				Accenture Song Rothco	\$10m
US	Trojan Condoms	Via				72andSunny	\$4m
US	Whirlpool Group brands	WoW Studios				Digitas	\$40m

MEDIA ACCOUNT MOVES

REGION	BRAND	WINNER	MEDIA	INCUMBENT	EST BILLINGS
Global	Amazon Audible	Wavemaker		various	\$500m
Australia	BHP	OMD		Atomic 212	\$10m
LATAM, SEA	Danone brands	Wavemaker		Initiative, various	\$30m
Global	Garrard	Wavemaker		n/s	\$10m
US	Heineken Group	Dentsu Red Star		Canvas Worldwide	\$50m
US	JC Penney	Dentsu x		OMD	\$80m
Malaysia	L'Oreal	OneL'Oreal (Zenith)		Wavemaker	\$10m
Malaysia	Luno	Publicis Media		n/s	\$5m
Australia	Sharesies Australia	Bohemia		n/s	\$5m
Australia	Shift	Bohemia		n/s	\$10m
Philippines	Under Armour	Wavemaker		n/s	\$5m
Philippines	Unilab	Omnicom Media Group		Mediacom	\$60m

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