



PITCH REPORT

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DRIVING TRANSFORMATION FOR MARKETERS & THEIR AGENCIES

Travel and ticketing platforms name new agency partners as pandemic restrictions ease and consumers get ready for the summer. Air France, Qatar Airways, and Scoot awarded creative accounts to M&C Saatchi, McCann, and VMLY&R, while ticketing platforms Lumo Travel and SeatGeek engaged Mother and Wavemaker. See the full list below with content powered by [adbrands.net](#).

NEW ACCOUNTS IN REVIEW

REGION	BRAND	INCUMBENT	CREATIVE	MEDIA	PR	EST BILLINGS	LED
UK	National Highways	DDB				\$10m	n/s
UK	Open University	Havas				\$21m	n/s
India	PepsiCo brands	Wunderman Thompson, Mindshare				\$50m	n/s
Singapore	Singapore Tourism Board	Edelman				\$10m	n/s
UK	Virgin Media O2	OMD, Havas				\$40m	n/s
Global	Crocs	Multiple				\$40m	R3
China	Volvo	Multiple				\$100m	R3

CREATIVE/PR ACCOUNT MOVES

REGION	BRAND	WINNER	CREATIVE	PR	INCUMBENT	EST BILLINGS
UK	Air France, KLM	M&C Saatchi			n/s	\$10m
US	Arnold, Oroweat, Brownberry	DDB			n/s	\$20m
Global	Backmarket	Buzzman			Marcel	\$10m
UK	Barclaycard consumer	BBH			Droga5	\$18m
US	Bonterra Vineyards	Duncan Channon			n/s	\$10m
US	Chobani	The Martin Agency			Wieden + Kennedy	\$80m
UK	Dr Pepper	Pablo			n/s	\$10m
Global	E6 (Etisalat And)	Publicis			n/s	\$20m
Canada	Edo Japan	DonerNorth			n/s	\$5m
Germany	Ergo	DDB			Jung von Matt	\$10m
US	Fitbit	Joan Creative			n/s	\$20m
Hong Kong	Fortnum & Mason	MSL			n/s	\$5m
Europe	Gorillas	zum Goldenen Hirchen			Mediamonks	\$40m
UK	Huggies	Elvis			n/s	\$20m
France	Lidl	Marcel			Australie.GAD	\$30m
UK	Lumo Travel	Mother			n/s	\$10m
Europe	Made	Wonderhood Studios			inhouse	\$20m
Australia	Officeworks	CHEP			AJF	\$10m
Australia	Petbarn	Howatson + Company			BMF	\$5m
Global	Qatar Airways	McCann			180	\$40m
APAC	Scoot airline	VMLY&R			n/s	\$20m
Europe	Sure / Rexona	BBDO			n/s	\$80m
Canada	UHN Foundation	Zulu Alpha Kilo			n/s	\$5m
US	XFL Pro Football	R/GA			n/s	\$10m

MEDIA ACCOUNT MOVES

REGION	BRAND	WINNER	MEDIA	INCUMBENT	EST BILLINGS
US	BlueTriton	Horizon Media		n/s	\$90M
Germany	Ceva Animal Health	Mindshare		n/s	\$5m
Australia	Ego Pharmaceuticals	Half Dome		Starcom	\$10m
US	Estee Lauder Companies	Decoded (MediaMonks)		UM	\$100m
Australia	John Deere	Flow		n/s	\$5m
Global	Lenovo	Assembly, Dentsu		Spark Foundry	\$350m
China	PepsiCo	Publicis Media		Mindshare	\$400m
APAC	Scoot airline	PHD		n/s	\$40m
Global	SeatGeek	Wavemaker		n/s	\$20m
Singapore	Singapore whole-of-government (WOG)	Publicis Media (Starcom)		Publicis Media (Starcom)	\$58m
Australia	Swisse Wellness	PHD		n/s	\$20m
Europe	Vestiaire Collective	iProspect		n/s	\$10m

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