

Right Audience. Right Moment.



Moment.



Moment.



Moment.



**LiSTNR AdTech Hub.**

MAXIMISE RESULTS NOW

LiSTNR

AdNews Newsletter

**LiSTNR AdTech Hub.** MAXIMISE RESULTS NOW

News Opinions Campaigns Events Current Issue Content Hub

## Pitch Wrap - Clems walks from Myer, DDB loses Westpac, Lottery and Maccas up for pitch

By Ashley Regan | 1 November 2024 0 Comments

AdNews wraps up the biggest pitch news and wins from the fortnight.

### Maccas creative account goes to pitch

McDonald's, Australia's third biggest advertiser, is looking to appoint an additional creative agency through a competitive pitch, AdNews can confirm.



The main agency-of-record account will continue to be held by DDB Sydney which was appointed 55 years ago.

This is not a global pitch and sources say the brand will chose from the pool of globally aligned agencies.

### Digitas retains McDonald's CRM account

Publicis' Digitas has retained McDonald's Customer Relationship Management (CRM) account, AdNews can confirm.

The final shortlist included Accenture, sources say.

The competitive pitch launched earlier this year, was part of a global effort to gain alignment of CRM across key markets.

### DDB loses Westpac account

DDB Sydney has announced the end of its 13-year partnership with Westpac, effective from February 2025, AdNews can reveal.

The big four bank put its creative account on review in September. DDB Sydney has held the account since 2012.

AdNews revealed in September the shortlist included Howatson+Co, DDB, Accenture and Publicis' Saatchi & Saatchi.

The winner of the pitch is currently unknown.

### Renault pitches media

French automotive giant Renault is pitching its media account, AdNews can reveal.

The incumbent is Omnicom.

There is contrasting reports on whether or not Omnicom has been invited to the pitch.

### Lottery creative pitch

Australian lottery and Keno operator Lottery Corporation is currently undergoing a creative pitch, AdNews can reveal.

The brand has appointed TrinityP3 to conduct a closed review of its creative agency arrangements as part of standard business process, the brand told AdNews.

The review includes strategy, creative, and production for some of Australia's largest brands including Powerball, Oz Lotto, The Lott, and Keno.

The account is hubbed out of Brisbane.

### Optus pitches media

Top ten advertiser Optus is pitching its media account, as part of a contractual review, AdNews can confirm.

The telecommunications company's incumbent agency is IPG's UM.

In May, UM appointed Matt Evans as managing partner leading the Optus account.

**LiSTNR AdTech Hub.**

MAXIMISE RESULTS NOW

AdNews Newsletter

The AdNews newsletter, brings you the latest advertising and media news direct to your inbox! [Become a member](#) and get the weekly newsletter free!

AdNews Magazine

- Editor's Picks
- Australia might be experiencing an advertising recession
  - Advertising wizard Mark Green's yellow brick road
  - Long Read: Print advertising strikes back

**Cartology gets your brand closest to customers at**

BIGW

Top Gifts for Christmas

Leading insights and data-matching capabilities.



capabilities.



capabilities.



capabilities.





Moment.



Moment.



Moment.



### Myer creative account to pitch

Australian department store Myer is pitching its creative account.

Clemenger BBDO, which won the account after a competitive shoot-out in 2014, has decided not to re-pitch.

Myer is entering a new growth phase with CMO Clarabella Burley who joined in July after a decade at Qantas.

### Leo Burnett wins ANZ creative pitch

Big four bank ANZ has appointed Publicis' Leo Burnett as its lead creative agency immediately.

The creative agency beat out competitors dentsu, The Monkeys, part of Accenture Song, and BMF in the final shortlist.

Incumbent Special, which had held the account for three years, withdrew from the pitch, insiders told AdNews.

### Mediabrand wins DuluxGroup pitch

DuluxGroup has, following a competitive pitch, appointed Mediabrand its strategic media partner and Australian media agency of record.

The incumbent was OMD and industry insiders said the pitch mix included GroupM's EssenceMediacom.

To service the account, Mediabrand has built a bespoke agency offering, TeamInspire, utilising expertise and proprietary tools from across Mediabrand's brand portfolio.

### Cyclone Creative wins Visit Albury Wodonga account

Cyclone Creative has retained Visit Albury Wodonga after a competitive pitch process.

Known for its two regional cities, Albury (NSW) and Wodonga (VIC) has grown its visitor economy exponentially over recent years through its single visitor brand; Albury Wodonga (AW).

AW will implement a multi-faceted campaign across partnerships, content, digital and above the line channels over the next two years.

### Orchard wins Detmold Group digital pitch

Sustainable paper and board packaging solutions Detmold Group has appointed Orchard as its digital agency through a competitive pitch.

This will see the digital creative agency work across brands including Detpak and Paperpak.

Have something to say on this? Share your views in the comments section below. Or if you have a news story or tip-off, drop us a line at [adnews@yaffa.com.au](mailto:adnews@yaffa.com.au)

Sign up to the AdNews newsletter, like us on Facebook or follow us on Twitter for breaking stories and campaigns throughout the day.

0 Comments

Login

**G** Start the discussion...

LOG IN WITH

OR SIGN UP WITH DISQUS



Name

Share Best Newest Oldest

Be the first to comment.

Subscribe Privacy Do Not Sell My Data DISQUS

[About AdNews](#) [Advertise](#) [Contact Us](#) [Privacy Policy](#) [Site Map](#) [Newsletter](#) [Subscribe](#) [Terms & Conditions](#) [Yaffa Media](#) [Web Advertising Specs](#)  
[Print Advertising Specs](#) [Mobile Site](#)

We acknowledge the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples.



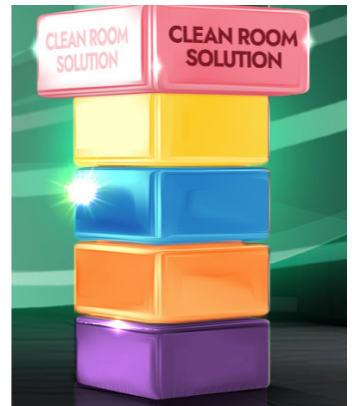
“Meta tools help with discoverability during mega sales moments.”



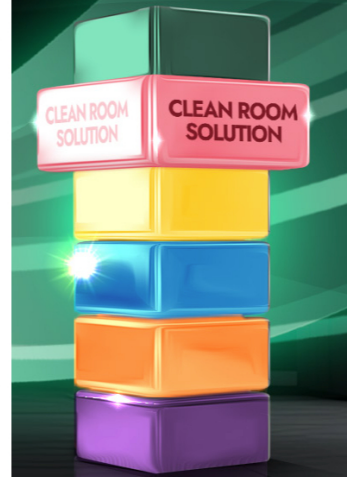
AdNews Social X Facebook Instagram

### Latest Comments

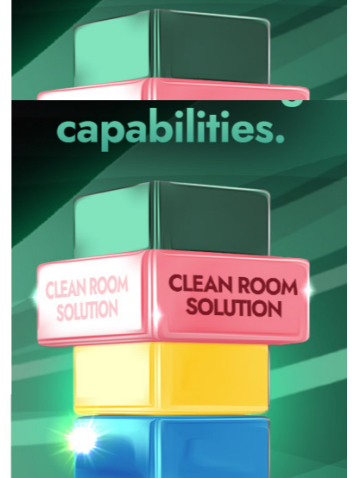
- 5:48 PM Hi, can you tell me the name of the guy in the ad? I can't find any details anywhere? Curious about ... **Jane Elizabeth Herridge Ryan on AJF wins Weber pitch and feeds Q4 'riosity**
- 10:38 AM Congrats team! **peppe on Mutinex raises \$17.5 million**
- 10:23 PM I have not said in my earlier comment on Chris Pash's piece that I had been elected to the board... **Matthew Ricketson on A bare knuckle fight for a seat at the copyright table**
- 6:28 PM This is your first Copyright Agency ballot. You were appointed by the Board of Directors previously... **Chris Pash on A bare knuckle fight for a seat at the copyright table**
- 12:52 PM My name is Matthew Ricketson and I am one of the candidates for the author position on the Copyright... **Matthew Ricketson on A bare knuckle fight for a seat at the copyright table**



capabilities.



capabilities.



capabilities.

