

Waiting for the Sun

A decision was due on Melbourne Cup day, then it was pushed to Wednesday (3 November), and now Suncorp GIO is planning to announce the winner of its account today (5 November).

Turns out Suncorp wanted to wait for Glen Fraser, CEO of incumbent Euro, to return from an Asian trip to break the news to him – good or bad – in person. While the client and P3, which is handling the pitch, have kept mum on who's on the list, OTR hears BWM is in with a good chance.