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LATEST NEWS

Havas joint pitch for 3

SYDNEY: Havas agencies Arnold and The Moults Agency have joined forces to pitch for the 3 mobile account, and will go up against three other agencies on the shortlist: the campaign palace/red cell, BMF and Clemenger BBDO.

The Moults Agency, which is the incumbent on the account, and Arnold first presented to the client independently, but will enter the final stage with a joint pitch.

"It's the model a lot of holding groups are using," Arnold Sydney MD Paul Bradbury said. "We had a look at our resources and we were up against some big resourced agencies. To be able to compete, it made sense [to join forces]."

Earlier this year STW agencies pitched and won the Commonwealth Bank account as a group, fanning the trend towards joint pitches. Y&R Brands CEO Hamish McLennan also recently endorsed the trend, saying he would consider pitching Y&R Brands as a group based on the success WPP has with the approach overseas.

Moults and Arnold have not discussed how they would divide the account in the event of a win, although a likely outcome is that Moults retains the DM portion of the business while Arnold wins the above-the-line creative.

The Moults Agency originally handled DM for 3, winning the rest of the account in March 2004 from DDB, the agency that helped launch 3 mobile in the Australian market in 2002.

The account's total estimated worth is \$40 million to \$45 million.

Consultant Darren Woolley, who is handling the current review through his company P3, said a winner will be announced the week before Christmas. Lowe Hunt, FNL and Team Saatchi dropped off the initial long list of eight this week.

Story by: Andrea Sophocleous

- 09 November 2005

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- Qantas - Still Call Australia Home
- Vegemite - We're happy little Vegemites
- Yellow Pages - Not Happy Jan
- Mortein - Louie The Fly
- AAMI - Chevy Chase
- Meat & Livestock Australia - Date with Tom Cruise
- Decore - Singing in the shower
- Tip Top - Good On Ya Mum
- Aeroplane Jelly - I like Aeroplane Jelly

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