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7-Eleven's account is out to pitch

By [Chris Pash](#) | 19 February 2020

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7-Eleven's account, said to be worth \$3 million, is out to pitch.

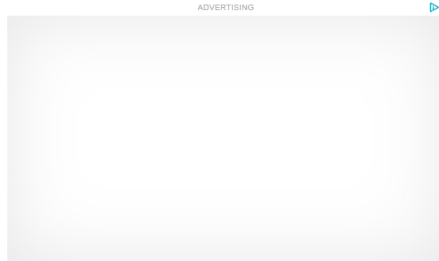
The long-term incumbent, Leo Burnett Melbourne, is in the process along with two other agencies, according to industry insiders.

Trinity P3 is running the process, Darren Woolley, the founder of the independent marketing consultancy, confirmed.

However, he would not name the agencies involved. "As a policy, we do not provide the names of any agency participating in a tender or pitch," he says.

Leo Burnett Melbourne created BYO Cup Day for 7-Eleven.

"For one day, we gave the nation total creative control, inviting them to fill up anything they wanted for the price of a medium Slurpee," says Leo Burnett Melbourne.



"This day not only became an annual event in Australia, it became an iconic 7-Eleven event around the world."

7-Eleven's media agency is PHD.

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