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CHE Proximity wins the 7-Eleven account

By Chris Pash | 5 September 2020 [0 Comments](#)

CHE Proximity has won the 7-Eleven pitch, say industry insiders.

The account, said to be worth \$3 million, went out to pitch early in the year.

In the arena were long-term incumbent Leo Burnett Melbourne and two other agencies.

Independent marketing consultancy Trinity P3, headed by founder Darren Woolley, ran the pitch process.

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

The 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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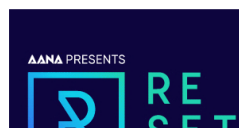
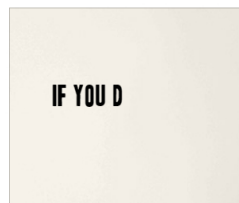
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global uncertainty,



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