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Colorbond creative pitch near to close

By Makayla Muscat and Ashley Regan | 7 November 2024

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Steel manufacture Colorbond is pitching its creative account, AdNews can reveal.

Sources say in person presentations are happening this week.

AdNews understands marketing management consultancy Trinity P3 is running the pitch.

Creative incumbent Richards Rose has held the account since 2017. Before that the account was with marketing communications agency Carlon Leong.

The brand's parent company BlueScope Steel appointed Atomic 212^o to its media account in September, following a competitive pitch.

BlueScope awarded its digital services engagement contract to Sydney-based independent agency CX Lavender, following a competitive tender last year.

BlueScope Steel launched in 1966 and has operations in Australia, New Zealand, Pacific Islands, North America, and Asia.

It was demerged from BHP Billiton in 2002 as BHP Steel and renamed BlueScope Steel in 2003.

BlueScope Steel, Richards Rose and Trinity P3 declined to comment.

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