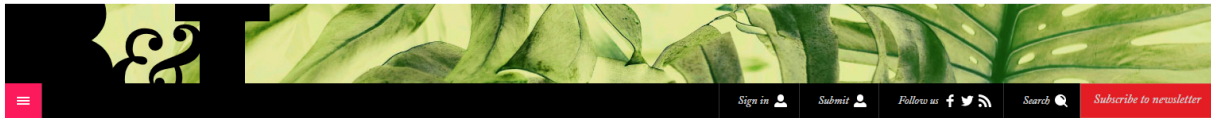


Just imagine what we can do together!



Advertisement with us



Advertising Recommended

18 FEBRUARY, 2020

7-ELEVEN PITCHES \$3 MILLION CREATIVE ACCOUNT



SHARE THIS



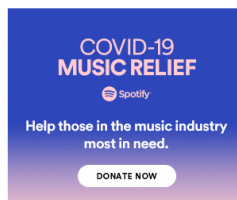
CONVENIENCE STORE CHAIN 7-ELEVEN IS SET TO PITCH ITS CREATIVE ACCOUNT, *B&T* UNDERSTANDS.

Leo Burnett Melbourne has handled the account for over a decade and it's believed to be worth around \$3 million annually.

The pitch is being run by Trinity P3 with at least four agencies in the running, including incumbent, Leos. B&T understands the Monkeys were in the race, but apparently dropping out early on.

Leos, of course, will be desperate to retain the business after it relinquished the Samsung account to CHE Proximity in early January.

7-Eleven's media has been handled by PHD since September 2016. It previously was handled by PHD's sister agency OMD but had to be moved after OMD won the Coles business, thus creating a conflict of interest.



Advertisement with us

Connect with:

LinkedIn

7-ELEVEN

Please login with linkedin to comment

MORE STORIES



WORTH A THOUSAND WORDS: USING THE RIGHT IMAGERY DURING COVID-19



MARKETING MAVERICKS: SOUTH AFRICAN TOURISM'S MARKETING MAVERICKS: SOUTH AFRICAN TOURISM'S MOSILO SOFONIA



MARKETING MAVERICKS: GOOGLE'S AISLING FINCH



HOW TO MAKE YOUR VIRTUAL TEAM A SUCCESSFUL TEAM



MARKETING MAVERICKS: OPTUS' MELISSA HOPKINS

THE LEADERSHIP CIRCLE
with
WORKSHOP
WED 13 MAY 2020

BOOK NOW



❄️
❄️

© 2020 The Media Media Company Pty Limited. All Rights Reserved.

