

# LEO BURNETT WINS INTERNATIONAL BETFAIR ACCOUNT

10/04/2018

**Leo Burnett has been appointed by Betfair to be their International Agency of Record following a competitive pitch.**

Leo Burnett defeated four agencies to win the business. The review was handled in-house.

The incumbent agency was Lucky Generals, who were not part of the pitch process.

The agency has been briefed to create an over-arching brand idea and multi-channel campaign that relaunches the Betfair brand. The campaign, which will break in the summer, will position Betfair as the destination for sports bettors.

Stephen Mault, UK/Ire Brand Director said: “We went to pitch with a customer led brief and were really excited by the work Leo Burnett presented. We look forward to launching a new Betfair brand proposition in 2018 and bringing it to life across all our key territories”

Gareth Collins at Leo Burnett added: “We are delighted to embark on our new partnership with Betfair, one of the genuine innovators of the industry and we look forward to doing great work together”



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