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UPDATED: BBDO Steals SingTel

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Singapore - BBDO has come back from the dead and snatched the \$30 million SingTel business after being ousted from the pitch process late last year then invited back in after Saatchi & Saatchi and Leo Burnett dramatically pulled out.

SingTel this afternoon selected BBDO as its agency on the creative business from a shortlist including Ogilvy & Mather, and BatesAsia.

BBDO Singapore MD, Jean-Paul Burge said that it is a fantastic opportunity for a space to be owned by SingTel, an opportunity that can be maximised by a big idea that goes well beyond communications.

BBDO's Proximity will also handle the digital side of the business.

The agency had initially been eliminated from the pitch in an earlier round but was invited back into contention after two agencies withdrew in November. In a statement, SingTel CEO, Allen Lew said that BBDO came up tops in the rigorous selection for excelling in creativity, strategic thinking and account management.

"In the near future, our customers and the public can look forward to a significantly different communication style. They can expect simple, effective and differentiated advertising aimed at meeting their needs in an engaging and memorable manner," he said.

SingTel's advertising account came up for review on 13 September 2007 with 19 year incumbent Y&R declining to pitch for the business. The pitch was managed by R3.

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