

Press release

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Erste Group announces short-listed creative and media agencies in the pitch for Austria and CEE accounts

Following a general agency screening within the pitch for creative and media accounts in Austria and CEE, Erste Group Bank AG announces the following short listed agencies: Young and Rubicam – Mediaedge; Havas Group and MPG Media Planning Group; Jung von Matt Hamburg and IPG Mediabrands – Pan Media; Omnicom and OmnicomMediaGroup.

The final decision regarding the selected agency to be awarded the bid will be announced at the beginning of December. The deliberations will be carried out by an international jury comprising marketing experts of Erste Group, representatives of the Austrian savings banks, several CEOs of CEE subsidiaries, as well as the CEO of Erste Group, Andreas Treichl.

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