



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Apr 2017

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No. of Wins
1	2	J Walter Thompson	Subway, Murdoch University, Vodafone	4.25		4.25	4
2	1	DDB	McDonalds, YMCA Project	4.01		4.01	6
3	3	Ogilvy	University of Queensland, Hostplus, Roche Project	3.07		3.07	13
4	7	Dentsu	Government Client	1.55		1.55	16
5	4	McCann WorldGroup	Beko Project, Maybelline Digital Project	1.47		1.47	7
6	5	Saatchi & Saatchi	Carnival Cruise, Jim Beam, Nestle Purina Project	1.40		1.40	4
7	8	Isobar	Finance Client	1.39		1.39	8
8	6	Publicis	HSBC Digital, Suncorp Bank, iFly Digital project	1.30		1.30	6
9	-	King Content	Australian Catholic University (content), MMG (content), Curtin University (content)	1.20		1.20	4
10	15	Y&R	Internet Client	2.15	Suncorp Bank	1.15	11
11-	9=	MullenLowe Group	TK Maxx	0.50		0.50	1
11-	9=	Richards Rose	Menulog	0.50		0.50	1
11-	9=	The Monkeys	Pizza Hut	0.50		0.50	1
11-	9=	Ikon	Australian Apples	0.50		0.50	1
11-	9=	LOUD	Zespri International Limited	0.50		0.50	1
11-	9=	Magnum & Co	VOSS Water, Pizza Hut Social	0.50		0.50	2
17	16	United Yeah	Grace Worldwide	0.40		0.40	1
18-	17=	Host	Oporto, Chicken Treat	0.80	Pizza Hut	0.30	1
18-	17=	Cummins & Partners	CSR Sugar	0.50	Betfair	0.30	1
18-	17=	DPR&Co	Vision Australia	0.30		0.30	1
						25.08	90



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Apr 2017

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No. of Wins
1	1	MediaCom	Uber, Brand USA, American Airlines	3.55	Pizza Hut	2.60	5
2	4	Carat	Pandora Music	2.33	Ten Digital	1.98	35
3	2	Blue 449	SCTI, 21th Century Fox, National Breast Cancer Foundation	1.25		1.25	3
4	6	OMD	McDonald's QLD / NT, Iron Mountain, Macquarie Bank Project	1.77	Bel Groupe	1.23	7
5	3	Havas Media	Kia Motors, Key Pharmaceuticals, Ticketek Project	1.20		1.20	4
6	5	Mediavest Spark	Ten Digital, Bel Groupe	0.85		0.85	2
7	9	Starcom	Ego Pharmaceuticals, Home Timber and Hardware Group	0.80		0.80	2
8	7	Vizeum	Real Estate Client	0.56		0.56	7
9	8	Dentsu Media	Retail Client	0.51		0.51	3
10	13=	Slingshot	Sugar Australia, Solahart, Guardian Early Learning Group	0.45		0.45	3
11	13=	HM	COTY Brands, Silversea Cruises, Log Me In	0.40		0.40	5
12	10	PHD	HP(digital)	0.20		0.20	1
13	13=	Media & Production Partners	Musashi	0.15		0.15	1
14	11	The Sphere Agency	Anna Vasily	0.10		0.10	1
15	12	MEC	San Churro, Jims Mowing, Woodside	0.09		0.09	3
16	13=	Bohemia	Paula's Choice	0.25		0.00	1
17	19	Initiative	Murdoch University, Pizza Hut, Cancer Council WA & The Heart Foundation	0.93	Kia Motors	-0.02	3
18	17	Ikon		0.00	Ego Pharmaceuticals	-0.40	0
19	18	Universal McCann	Coach	0.20	McDonald's QLD / NT	-0.65	1
20	20	Zenith		0.00	21th Century Fox	-1.00	0
						10.30	87

METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to greg@rthree.com or visit www.rthree.com for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and marketing ROI.