

## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Aug 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	Isobar	Finance Client	12.54		12.54	31
2	3	Ogilvy	Squarespace, NSW Parks and Wildlife Services, Mondelez Cadbury, KFC Project	8.55		8.55	25
3	2	DDB	Tourism Australia Project, Buzz Brand, Virgin Australia	8.11		8.11	16
4	4	VML	Property Group, Bridgestone, NSW Government Responsible Gambling	4.68		4.68	7
5	5	J Walter Thompson	Subway, Murdoch University, Vodafone	4.25		4.25	4
6	8	The Monkeys	NRMA, Insurance Australia, Holden SUV, Pizza Hut, Berlei	4.00		4.00	6
7	6	McCann WorldGroup	WorkSafe Victoria, Beko Project, Maybelline Digital Project	3.73		3.73	15
8	7	Y&R	Internet Client	4.02	Suncorp Bank	3.02	17
9	9	Publicis	Suncorp Digital Project, One World Project, HSBC Digital	2.10		2.10	10
10	10	Saatchi & Saatchi	Amex Project, Caltex Project, Carnival Cruise, Jim Beam	1.82		1.82	6
11	11	Dentsu	Yerin Aboriginal Health Services	1.63		1.63	19
12=	12=	Atomic 212	Lendlease, BHP, SAI Global, Nespresso Project	1.40		1.40	4
12=	12=	Performics	Sensis White Pages, Freedom Furniture, True Alliance	1.40		1.40	4
14	16	Cummins & Partners	McCain's, CSR Sugar, HBF	1.50	Betfair	1.30	3
15	14	King Content	Australian Catholic University (content), MMG (content), Curtin University (content)	1.20		1.20	4
16	15	RARE	Cash Converters	1.00		1.00	1
17=	18=	Richards Rose	Menulog	0.50		0.50	1
17=	18=	Ikon	Australian Apples	0.50		0.50	1
17=	18=	LOUD	Zespri International Limited	0.50		0.50	1
17=	21	Magnum & Co	VOSS Water, Pizza Hut Social	0.50		0.50	2
						<b>63.19</b>	<b>218</b>



## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Aug 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	Govt of Victoria, BRP's Sea-Doo, PSA Group Global, Uber	6.28	Pizza Hut	5.98	8
2	2	Carat	Pandora Music	3.69	Ten Digital	3.34	47
3	3	Blue 449	Priscilla Queen of the Desert, Royal Caribbean Cruises, Pernod Ricard	2.55		2.55	6
4	4	Havas Media	Bioconnected.com.au, Huddle.com.au, Momentum Energy	1.99		1.99	15
5	7	OMD	Simplot Foods, KWP Advertising Agency, Varidesk	3.27	Bel Groupe	1.86	13
6	18=	Bohemia	Steinhoff, Michael Hill, Paula's Choice, Evans & Tate and Henkell Trocken	1.95	Pandora Music	1.70	4
7-	6	PHD	PepsiCo, Cosmax, HP(digital)	1.22		1.22	3
7-	5	Starcom	Dropbox, Kraft Heinz APAC, Ego Pharmaceuticals	1.72		1.22	4
9	8	Spark Foundry	Ten Digital, Bel Groupe	0.85		0.85	2
10	9	Publicis Media	Microsoft digital media	0.75		0.75	1
11	11	Slingshot	Australian Pork, Sugar Australia, Guardian Early Learning Group	0.60		0.60	4
12	12	AKA	The Australian Ballet, National Gallery of Victoria,	0.50		0.50	2
13	20	Mindshare	IBM	0.42		0.42	2
14	13	HM	COTY Brands, Silversea Cruises, Log Me In	0.40		0.40	5
15	14	BCM	Beko, Energy Super	0.35		0.35	2
16	17	Vizeum	Real Estate Client	0.64	Pernod Ricard	0.29	9
17-	15=	QMS Media	The Canberra Airport	0.25		0.25	1
17-	15=	Bauer Media	Aussie Bodies	0.25		0.25	1
19	18=	oOh!media	SA Government OOH Project	0.20		0.20	1
20	21	Media & Production Partners	Musashi	0.15		0.15	1
						<b>19.33</b>	<b>156</b>

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.