

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Aug 2016

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	Y&R	Commonwealth Games Project, Carlton & United Breweries Project	17.23	Schweppes	16.48	59
2	2	Ogilvy	Microsoft (Digital) Project, Lion(XXXX), NAB - MLC Project	9.31		9.31	42
3	5	Isobar	Manufacturing Client	7.87		7.87	35
4	3	TBWA	Schweppes, Foxtel Project, Bellamy's Organic, TOM Organic Project	8.05	TAB	7.05	5
5	7	Dentsu	Australian Electoral Commission, Chadstone Shopping Centre, QUIT(Digital)	5.55	Weet-Bix	5.05	11
6	4	BMF	Pirtek, Dulux, George Weston Foods Golden brand	5.63	Lion(XXXX)	4.13	5
7	6	McCann WorldGroup	Now Finance Project, AMP Shopping Centre (Digital) Project	4.01		4.01	31
8	9	DDB	Society One, Mylan Project, Seek Project, Guild insurance Project	3.29		3.29	17
9	8	M&C Saatchi	Woolworths	3.00		3.00	1
10	11	J Walter Thompson	Jetstar, Nikon	2.10	Education Client	1.95	3
11	10	Host	Lion(XXXX), Subaru(Digital & Content)	1.80		1.80	3
12	12	Saatchi & Saatchi	H&R Block, Ladbrokes(ATL), Ezibuy(ATL)	1.61		1.61	5
13	-	Red Agency	Goodness, NEC Australia, Changi Travel, ANZ(Social)	1.50		1.50	5
14-	13=	The Monkeys	HCF	1.00		1.00	1
14-	13=	Special Group	Aussie Home Loans, AccorHotels, Bell Tea and Coffee Company	1.00		1.00	3
14-	-	WPP AUNZ - 1 Kent St	Australian Olympic Team	1.00		1.00	1
17-	-	Quiip	Beyondblue(Social), Department Prime Minister and Cabinet(Social)	0.90		0.90	5
17-	-	Edge	Save the Children, Australian Drug Foundation	0.90		0.90	3
19	15	Publicis	Bounce Project, Isuzu Trucks(ATL), Kangan Bendigo Tafe(ATL)	0.87		0.87	20
20-	16=	Grey Group	GMHBA, Dreamworld	1.10	Melbourne Racing Club	0.80	3
20-	16=	Red Engine SCC	PepsiCo(Digital)	0.80		0.80	2
20-	-	Three Wise Men	Defence Health, Cancer Council	0.80		0.80	2
23-	-	Storyation	Tourism Australia(Content), Tourism and Events Queensland(Content)	0.70		0.70	2
23-	-	Atomic 212	ANZ Stadium, Rust-Oleum	0.70		0.70	2
25	-	The Royals	Mercedes-Benz Commercial Vans, Melbourne Racing Club	0.60		0.60	2
						77.10	268

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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	OMD	Tabcorp, Frucor Beverages, Coles Group & Target	9.67	BGC	8.41	15
2	2	Carat	Greenstone, Bailey Nelson, Bapcare, Grocery Council of WA	6.08	Hawaiian Group	5.89	53
3	5	MEC	Vodafone Australia, AMEX Corporation, Rundle Mall, SAHMRI	4.51		4.51	17
4	3	GroupM	Westpac	4.00		4.00	1
5	4	Starcom	The Study Group, MYOB, Ego Pharmaceuticals, eOne Entertainment	2.70		2.70	9
6	6	Dentsu Media	Retail Client	2.45		2.45	18
7	7	PHD	7-Eleven, Volkswagen, Worlds Biggest Screens	3.95	Greenstone	2.44	8
8	14	Mediavest Spark	Apply Direct, AGKL, EA, Diageo	2.29		2.29	4
9	9	Team Red(WPP)	Vodafone	1.50		1.50	1
10	10	Initiative	Qatar Project, Specsavers, Uniworld Project	2.09	McPherson's	1.42	8
11	8	Vizeum	AFL, EnergyAustralia	1.31	Tennis Australia	1.16	16
12	11=	Slingshot	Goodman Fielder	1.00		0.99	1
13	19	Match Media	Presto (Buying), Maserati, Rugby League World Cup	1.97	Pfizer	0.97	5
14	15	Havas Media	Universal Music Group, Primary Health Project, Bupa	0.95		0.95	10
15	11=	Ikon	Pfizer	1.00	Consolting Client	0.91	1
16	13	Atomic 212	Origin Energy, Tabcorp Project	1.50	eOne Entertainment	0.88	2
17	16	Nunn Media	Maui Jim(Buying)	0.40		0.40	2
18	17	Maxus	Danone Nutricia	0.35		0.35	1
19	18	Horizon Media	Star Ratings Australia Project	0.25		0.25	1
20	20	Zenith	Klook	0.18		0.18	2
21	21	M2M	Sony Pictures	0.30	Furcor	-0.45	1
22	22	Mindshare		0.00	Origin Energy	-1.82	0
23	23	Universal McCann	RACQ, PPG Industries (Taubmans), GoPro, Lion	2.55	Coles	-2.15	5
24	24	MediaCom	Princess, Sony Playstation, Tempur Sealy, Commonwealth Games	2.10	EnergyAustralia	-6.09	5
						32.12	186

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.