

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Dec 2015

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	Conair, PepsiCo Project, Barwon Waste Group Project	27.44	AGL	22.64	81
2	3	DDB	Electrolux, Novartis Exjade & Revolade	13.20	BWS	10.26	24
3	4	BBDO	Great Northern Beer, Telstra, William Hill, RACQ	9.50		9.20	5
4	2	McCann WorldGroup	SPRITE (Cluster) Project, AMP Shopping Centres Project	9.13		9.13	23
5	5	Leo Burnett	iSelect, AIA, Big W, Advangen Project, Doubletree Hilton	5.95		5.95	6
6	13	Dentsu	Toyota, Qantas, Ferrero Project, Heritage Brands	5.73		5.73	8
7	9	TBWA	Virgin Mobile, Australia Government Project, ANZ Social	5.71		5.71	10
8	6	J Walter Thompson	Kinetic Super(Digital), Treasury Wine Estates	5.55	Service client	4.80	6
9	10	Publicis	Tiger Beer, Bulla Dairy, GSK ViiV(Digital), Monde Nissin	4.15	Weis	4.07	49
10	7	Saatchi & Saatchi	Toyota Corolla, BankSA, St George Banking Group	6.00	Big W	4.00	6
11	11	SapientNitro	ATDW, Bond University	3.10	Ardent Leisure	2.80	6
12	17	M&C Saatchi	Optus, Menulog, BWS, Uniting Care Project, St Vinnies	3.20	Optus	2.20	4
13=	8	Havas Worldwide	Citroen, Toohey's Beer, Mercedes-Benz vans	4.00	Virgin Mobile	2.00	4
13=	12	The Monkeys	Qantas, IGA Supermarkets	2.00		2.00	2
15	14	Grey Group	Zovirax Project, Cure Brain Cancer Foundation	1.70		1.69	6
16	15	Ogilvy	Lion, Hubspot, Salesforce, Bristol-Myers Squibb	2.11	Bank of Melbourne	1.11	12
17	16	BMF	Sportsbet Project	2.00	Toohey's Beer	0.50	1
18	18	Mullen Lowe	Macquarie University, Audi	1.70	ET Now	0.15	3
19=	19=	FCB		0.00		0.00	0
19=	19=	Iris		0.00		0.00	0
						93.92	256

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Dec 2015

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	Carat	Lotterywest, Danone, Bapcare, TAFE WA	9.1	QBE Insurance	8.53	112
2	2	PHD	Guzman Y Gomez, The Garvan Institute, Slater & Gordon	6.1	Jenny Craig	5.03	14
3	4	Universal McCann	Optus, Australian Unity, Sime Darby Motors, University Of Melbourne	6.2	Bond University	3.83	18
4	3	Vizeum	Greater , World Vision, AKA UK, Simplot, BBC Worldwide	4.4		3.60	37
5	5	Havas Media	Warnambool Cheese, Atomic Search, QBE Insurance,Ubisoft	2.7		2.67	11
6	7	MEC	Campari , Foremore Marketing Solutions, Fuchs Oils	2.5	Ubisoft	1.16	13
7	8	Initiative	Simplot Foods, China Southern Airlines, Diesel	1.5	Brownes Dairy	1.08	6
8	9	Dentsu Media	AKA, Funtastic, Hotels.com, Headstart	1.0		0.99	13
9	10	ZenithOptimedia	Members Own Health, Teachers Health Fund, Levatine Wines	1.2		0.96	9
10	6	OMD	Under Armour Project, Fromageries Bel, Australian Red Cross	5.0	Lotterywest	0.33	20
11	11	Mitchells		0.0		0.00	0
12	14	IKON		0.5	RSPCA	-0.19	1
13	12	MediaCom	Carrentals.au, Hawaiian Airlines, Tempur, Hartl Haus, Bose	2.6	Danone Nutricia	-0.45	10
14	15	Maxus	Certis Cisco, Danone Nutricia, Tyrrells Crisps	0.6	SC Johnson(buying)	-0.59	5
15	16	Mindshare	BUPA, IAG Insurance Group	2.0	Sime Darby Motors	-0.85	2
16	13	Starcom MediaVest	Citigroup, Visa	1.1	Optus	-1.77	3
						24.33	274

METHODOLOGY

The R3 New Business League has been compiled each of the last 160 months using data supplied by 26 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 for clients across the region.

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