

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Dec 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	Bel Groupe, San Churro, Commonwealth Games Project	21.92	Revlon	20.17	78
2	2	Ogilvy	Abbvie, Padlokt Project, BHP Project, University of Newcastle Project	11.87		11.87	54
3	3	TBWA	Foxtel and Fox Sports, Schweppes, Foxtel Project, Bellamy's Organic	11.05	TAB	10.05	6
4	4	Isobar	Manufacturing Client	9.09		9.09	40
5	6	McCann WorldGroup	Dimmi, Eliminate Dengue Project, Hobsons Education Project	7.66		7.66	49
6	5	DDB	Western Bulldogs Project, Disney Project, Barilla Pasta Project	7.37		7.37	27
7	7	Publicis	Sanofi (Nature's Own, Cenovis), Griffith University, Bounce Project	6.94		6.94	30
8	8	Dentsu	Australian Electoral Commission, Chadstone Shopping Centre, QUIT(Digital)	5.67	Weet-Bix	5.17	12
9	9	BMF	Pirtek, Dulux, George Weston Foods Golden brand	5.63	Lion(XXXX)	3.83	5
10	10	M&C Saatchi	eBay, Fairfax CRM, Reebok Sponsorship, Little Bud	3.45		3.45	13
11	11	Grey Group	GMHBA, Dreamworld, GMHBA, SHEDD Project	2.30	Melbourne Racing Club	2.00	7
12	12	J Walter Thompson	Jetstar, Nikon	2.10	Education Client	1.95	3
13	13	Host	Lion(XXXX), Subaru(Digital & Content)	1.80		1.80	3
14	14	Saatchi & Saatchi	H&R Block, Ladbroke's(ATL), Ezibuy(ATL)	1.76		1.76	7
15	15	Red Agency	Goodness, NEC Australia, Changi Travel, ANZ(Social)	1.50		1.50	5
16	16	BBD0	La Trobe University, MetLife, TAB, GoCatch, Mattel	4.80	Foxtel Project	1.40	7
17=	17=	Kojo	Mitsubishi Motors(Digital)	1.10		1.10	3
17=	17=	The Monkeys	HCF	1.00		1.00	1
17=	17=	Special Group	Aussie Home Loans, AccorHotels, Bell Tea and Coffee Company	1.00		1.00	3
17=	17=	WPP AUNZ - 1 Kent St	Australian Olympic Team	1.00		1.00	1
17=	17=	Red Engine SCC	PepsiCo(Digital), Carnival Cruise(Social)	1.00		1.00	3
22=	22=	Quiip	Beyondblue(Social), Department Prime Minister and Cabinet(Social)	0.90		0.90	5
22=	22=	Edge	Save the Children, Australian Drug Foundation	0.90		0.90	3
24=	24=	Three Wise Men	Defence Health, Cancer Council	0.80		0.80	2
24=	26	R/GA	Toyota Digital	0.80		0.80	1
						104.49	368

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Dec 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	OMD	Tabcorp, Frucor Beverages, Coles Group & Target	10.61	Bupa(Digital,Social)	7.36	21
2	2	Carat	Greenstone, Bailey Nelson, Bapcare, Triumph Motorcycles	7.14	Hawaiian Group	6.94	87
3	3	MEC	Chamber of Minerals & Energy of WA, Minerals Council of Australia	4.75		4.75	24
4	6	Starcom	FCA, Heinz , Queensland Resources Council, Haggie, Don Russell Homes	5.43	Mars (Media Buying)	4.43	15
5	4	GroupM	Westpac	4.00		4.00	1
6	8	Mediavest Spark	Ezibuy, Foodworks, Apply Direct, AGKL, EA, Diageo	3.29		3.29	7
7	5	Zenith	21st Century Fox, ALDI, Klook, Henkel	3.93	FitBit	3.28	5
8	7	PHD	7-Eleven, Volkswagen, Worlds Biggest Screens, Bakers Delight	4.55	Greenstone	3.04	9
9	9	Dentsu Media	Retail Client	2.40		2.40	12
10	22	Mindshare	IKEA, Red Rooster, Oporto and Chicken Treat, Bupa(Digital,Social)	3.75	Origin Energy	1.93	7
11	10	Havas Media	StudioCanal, Sydney Airport Parking (Digital), Ozforex Group, Reckon	1.86		1.86	18
12	12	Team Red(WPP)	Vodafone	1.50		1.50	1
13	13	Initiative	Qatar Project, Specsavers, Uniworld Project	2.10	McPherson's	1.43	9
14	11	Blue 449	Royal Caribbean Cruises, Presto (Buying), Maserati	3.17	IKEA	1.37	8
15	14	Atomic 212	Australian Unity, Origin Energy, Tabcorp Project	1.70	eOne Entertainment	1.08	3
16	15	Slingshot	Goodman Fielder	1.00	Sunrice	0.92	1
17	16	Ikon	Pfizer	1.00	Consolting Client	0.91	1
18	17	Vizeum	AFL, EnergyAustralia	1.51	StudioCanal	0.89	19
19	18	Nunn Media	Maui Jim(Buying)	0.40		0.40	2
20	19	Horizon Media	Star Ratings Australia Project	0.25		0.25	1
21	20	Cummins&Partners	The Australian Psychological Society	0.10		0.10	1
22	23	MediaCom	Mars (Media Buying), News Corp, Princess, Tempur Sealy, Commonwealth Games	7.38	EnergyAustralia	-0.81	10
23	21	M2M	Sony Pictures	0.30	Furcor	-0.83	1
24	25	Universal McCann	RACQ, PPG Industries (Taubmans), GoPro, Lion, FitBit	2.80	News Corp (Digital)	-3.40	5
25	24	Maxus	Danone Nutricia, Mirvac Residential	0.55	FCA	-3.45	2
						43.61	270

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.