

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Feb 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	12=	TBWA	Virgin Mobile, Foxtel Project, Bellamy's Organic	7.00		7.00	3
2	2	Y&R	Shell Project, VIC Police Project, NSW Government Project	5.54		5.54	24
3	3	Ogilvy	Priceline, Ebay, Tourism Northern Territory Project	4.09		4.09	24
4	1	M&C Saatchi	Woolworths	3.00		3.00	1
5	4	Dentsu	FMCG Client	2.64		2.64	4
6	9=	DDB	SC Johnson, VW & Skoda Project, Merck Brand	2.02		2.02	7
7=	5	The Monkeys	HCF	1.00		1.00	1
7=	8	Cummins & Partners	Energy Australia	1.00		1.00	2
9	12=	J Walter Thompson	Jetstar	1.00	Education Client	0.85	1
10	6	BMF	Dulux	0.80		0.80	1
11	12=	McCann WorldGroup	FlexiRoam, Service Victoria Project, Glenville Project	0.57		0.57	8
12	9=	Core	ANMF Project	0.30		0.30	1
13	12=	SapientNitro	Education Client	0.15		0.15	1
14	11	Publicis	Parmalat (Ice Break and Rush Social media), Ezybuy(ATL)	0.11		0.11	3
15=	12=	Saatchi & Saatchi		0.00		0.00	0
15=	12=	Grey Group		0.00		0.00	0
15=	12=	Mullen Lowe		0.00		0.00	0
18	7	BBDO	MetLife	0.60	Foxtel Project	-2.40	1
19	12=	Havas Worldwide		0.00	Virgin Mobile	-3.00	0
20	20	Leo Burnett		0.00	Woolworths	-3.50	0
						20.16	82

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Feb 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	-	GroupM	Westpac	4.00		4.00	1
2	1	Carat	Greenstone, HealthEngine, Central Institute of Technology	1.67		1.67	8
3	2	OMD	Volvo, Sony Music	1.20		1.20	3
4	9=	Vizeum	AFL	1.00		1.00	1
5	5=	Match Media	Presto (Buying)	0.57		0.57	1
6	7	Initiative	Qatar Project, Jemena, The Cancer Council	0.55	The Greater Building Society	0.41	3
7	4	Maxus	Danone Nutricia	0.35		0.35	1
8	-	M2M	Sony Pictures	0.30		0.30	1
9	5=	Horizon Media	Star Ratings Australia Project	0.25		0.25	1
10	9=	Havas Media	Squarespace, Macquarie University	0.23		0.23	2
11	9=	MEC	Go Daddy	0.20		0.20	1
12	8	Nunn Media	The Greater Building Society	0.15		0.15	1
13=	9=	Dentsu Media		0.00		0.00	0
13=	9=	Zenith		0.00		0.00	0
13=	9=	Mitchells		0.00		0.00	0
13=	9=	Starcom		0.00		0.00	0
17	18	PHD	GSK, Lindblad Expeditions, Admar Creations, Vaya	1.15	Greenstone	-0.11	4
18	19	Universal McCann	PPG Industries (Taubmans)	0.30	Sony Pictures	-0.45	1
19	17	Mindshare		0.00	Presto (Buying)	-0.57	0
20	3	MediaCom	Tempur Sealy	0.45	Westpac	-4.55	1
						4.64	30

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.