



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Feb 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	9=	DDB	McDonalds, YMCA Project	4.01		4.01	6
2	4=	J Walter Thompson	Murdoch University, Vodafone	3.30		3.30	2
3	8	Publicis	HSBC Digital, Suncorp Bank, iFly Digital project	1.15		1.15	3
4	1	McCann WorldGroup	Beko Project, Maybelline Digital Project	0.82		0.82	5
5	2	Ogilvy	InGoGo Project	0.79		0.79	5
6	9=	Isobar	Finance Client	0.58		0.58	2
7=	-	Mullen Lowe	TK Maxx	0.50		0.50	1
7=	-	Richards Rose	Menulog	0.50		0.50	1
9	-	United Yeah	Grace Worldwide	0.40		0.40	1
10	7	Dentsu	Government Client	0.39		0.39	4
11=	4=	Cummins & Partners	CSR Sugar	0.50	Betfair	0.30	1
11=	-	DPR&Co	Vision Australia	0.30		0.30	1
11=	6	Saatchi & Saatchi	Betfair, Carnival Cruise	0.30		0.30	2
11=	-	The Sphere Agency	Anna Vasily	0.30		0.30	1
15	-	Prodigious	Macquarie University Project	0.03		0.03	1
16=	-	AJF Partnership		0.00		0.00	0
16=	-	AnalogFolk		0.00		0.00	0
16=	-	Atomic 212		0.00		0.00	0
16=	-	BauerWorks		0.00		0.00	0
20	3	Y&R	Internet Client	0.67	Suncorp Bank	-0.33	2
						13.34	38

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Feb 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	4	Blue 449	SCTI, 21th Century Fox, National Breast Cancer Foundation	1.25		1.25	3
2	8=	Havas Media	Kia Motors, Key Pharmaceuticals	1.10		1.10	2
3	2	MediaCom	George & Mildred Eyecare, Uber	0.70		0.70	2
4	1	Starcom	Ego Pharmaceuticals	0.40		0.40	1
5	6	OMD	Jellis Craig, Australian Human Resources Institute, Brightlite Nominees	0.36		0.36	3
6	8=	Mediavest Spark	Ten Digital	0.35		0.35	1
7	5	Carat	Pandora Music	0.60	Ten Digital	0.25	8
8	8=	PHD	HP(digital)	0.20		0.20	1
9	3	Vizeum	Real Estate Client	0.19		0.19	4
10	8=	The Sphere Agency	Anna Vasily	0.10		0.10	1
11	8=	MEC	San Churro	0.05		0.05	1
12=	8=	Cummins&Partners		0.00		0.00	0
12=	8=	Dentsu Media		0.00		0.00	0
12=	8=	Horizon Media		0.00		0.00	0
12=	8=	Maxus		0.00		0.00	0
12=	8=	Mindshare		0.00		0.00	0
12=	8=	Universal McCann		0.00		0.00	0
18	8=	Ikon		0.00	Ego Pharmaceuticals	-0.40	0
19	7	Initiative	Murdoch University	0.03	Kia Motors	-0.92	1
20	8=	Zenith		0.00	21th Century Fox	-1.00	0
						2.64	28

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.