



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Jan 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	M&C Saatchi	Woolworths	3.00		3.00	1
2	1	Y&R	Shell Project, Local Govt NSW Project, Fairtrade ANZ Project	2.69		2.69	16
3	16	Ogilvy	Priceline, Australian Taxation Office, Aspen	2.51		2.51	13
4	6	Dentsu	FMCG Client	1.88		1.88	2
5	13=	The Monkeys	HCF	1.00		1.00	1
6	17	BMF	Dulux	0.80		0.80	1
7	3	BBDO	MetLife	0.60		0.60	1
8	-	Cummins & Partners	Energy Australia	0.50		0.50	1
9=	2	DDB	SC Johnson	0.30		0.30	1
9=	-	Core	ANMF Project	0.30		0.30	1
11	9	Publicis	Parmalat (Ice Break and Rush Social media)	0.03		0.03	1
12=	4	McCann WorldGroup		0.00		0.00	0
12=	7	TBWA		0.00		0.00	0
12=	8	J Walter Thompson		0.00		0.00	0
12=	10	Saatchi & Saatchi		0.00		0.00	0
12=	11	SapientNitro		0.00		0.00	0
12=	13=	Havas Worldwide		0.00		0.00	0
12=	15	Grey Group		0.00		0.00	0
12=	18	Mullen Lowe		0.00		0.00	0
20	5	Leo Burnett		0.00	Woolworths	-3.50	0
						10.10	39

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Jan 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	Carat	Greenstone, Tourism WA, Motor Trade Association of WA	1.6		1.65	6
2	10	OMD	Sony Pictures	0.5		0.50	1
3	13	MediaCom	Tempur Sealy	0.5		0.45	1
4	14	Maxus	Danone Nutricia	0.4		0.35	1
5-	-	Horizon Media	Star Ratings Australia Project	0.3		0.25	1
5-	-	Match Media	Presto (Buying)	0.3		0.25	1
7	7	Initiative	Qatar Project, Jemena	0.3	The Greater Building Society	0.16	2
8	-	Nunn Media	The Greater Building Society	0.1		0.15	1
9-	4	Vizeum		0.0		0.00	0
9-	5	Havas Media		0.0		0.00	0
9-	6	MEC		0.0		0.00	0
9-	8	Dentsu Media		0.0		0.00	0
9-	9	ZenithOptimedia		0.0		0.00	0
9-	11	Mitchells		0.0		0.00	0
9-	12	IKON		0.0		0.00	0
9-	16	Starcom MediaVest		0.0		0.00	0
17	15	Mindshare		0.0	Presto (Buying)	-0.25	0
18	2	PHD	GSK, Lindblad Expeditions, Admar Creations	0.9	Greenstone	-0.36	3
19	3	Universal McCann	PPG Industries (Taubmans)	0.3	Sony Pictures	-0.65	1
						2.49	18

METHODOLOGY

The R3 New Business League has been compiled each of the last 161 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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