



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Jan 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	-	McCann WorldGroup	Beko Project, Maybelline Digital Project	0.62		0.62	3
2	-	Ogilvy	InGoGo Project	0.49		0.49	4
3	-	Y&R	Internet Client	0.40		0.40	1
4-	-	J Walter Thompson	Murdoch University	0.30		0.30	1
4-	-	Cummins & Partners	CSR Sugar	0.50	Betfair	0.30	1
6	-	Saatchi & Saatchi	Betfair	0.20		0.20	1
7	-	Dentsu	Government Client	0.12		0.12	3
8	-	Publicis	HSBC Digital	0.10		0.10	1
9-	-	TBWA		0.00		0.00	0
9-	-	Isobar		0.00		0.00	0
9-	-	DDB		0.00		0.00	0
9-	-	BMF		0.00		0.00	0
9-	-	M&C Saatchi		0.00		0.00	0
9-	-	Grey Group		0.00		0.00	0
9-	-	Host		0.00		0.00	0
9-	-	Red Agency		0.00		0.00	0
9-	-	BBDO		0.00		0.00	0
9-	-	Kojo		0.00		0.00	0
9-	-	The Monkeys		0.00		0.00	0
9-	-	Special Group		0.00		0.00	0
						2.53	15



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Jan 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	-	Starcom	Ego Pharmaceuticals	0.25		0.25	1
2	-	MediaCom	George & Mildred Eyecare	0.20		0.20	1
3	-	Vizeum	Real Estate Client	0.19		0.19	4
4	-	Blue 449	SCTI	0.15		0.15	1
5	-	Carat	Service Client	0.12		0.12	1
6	-	OMD	Jellis Craig, Australian Human Resources Institute	0.09		0.09	2
7	-	Initiative	Murdoch University	0.03		0.03	1
8=	-	MEC		0.00		0.00	0
8=	-	Ikon		0.00		0.00	0
8=	-	Mediavest Spark		0.00		0.00	0
8=	-	Zenith		0.00		0.00	0
8=	-	PHD		0.00		0.00	0
8=	-	Dentsu Media		0.00		0.00	0
8=	-	Mindshare		0.00		0.00	0
8=	-	Havas Media		0.00		0.00	0
8=	-	Horizon Media		0.00		0.00	0
8=	-	Cummins&Partners		0.00		0.00	0
8=	-	M2M		0.00		0.00	0
8=	-	Universal McCann		0.00		0.00	0
8=	-	Maxus		0.00		0.00	0
						1.04	11

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.