

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / July 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	Bankwest Project, NSW Finance Project, NSW Premier & Cabinet Project	15.57	Schweppes	14.82	54
2	2	Ogilvy	Microsoft (Digital) Project, Lion(XXXX), NAB - MLC Project	8.60		8.60	38
3	3	TBWA	Schweppes, Foxtel Project, Bellamy's Organic, TOM Organic Project	8.05	TAB	7.05	5
4	9	BMF	Pirtek, Dulux, George Weston Foods Golden brand	5.63	Lion(XXXX)	4.13	5
5	7	Isobar	Manufacturing Client	3.38		3.38	22
6	8	McCann WorldGroup	Now Finance Project, AMP Shopping Centre (Digital) Project	3.21		3.21	24
7	5	Dentsu	Australian Electoral Commission, Chadstone Shopping Centre, QUIT(Digital)	3.56	Weet-Bix	3.06	9
8	4	M&C Saatchi	Woolworths	3.00		3.00	1
9	6	DDB	Society One, Mylan Project, Seek Project, Guild insurance Project	2.88		2.88	14
10	10	Host	Lion(XXXX), Subaru(Digital & Content)	1.80		1.80	3
11	13	J Walter Thompson	Jetstar, Nikon	1.80	Education Client	1.65	2
12	11	Saatchi & Saatchi	H&R Block, Ladbroke(ATL), Ezibuy(ATL)	1.61		1.61	5
13-	12	The Monkeys	HCF	1.00		1.00	1
13-	-	Special Group	Aussie Home Loans, AccorHotels, Bell Tea and Coffee Company	1.00		1.00	3
15	15	Publicis	Bounce Project, Isuzu Trucks(ATL), Kangan Bendigo Tafe(ATL)	0.87		0.87	20
16-	14	Grey Group	GMHBA, Dreamworld	1.10	Melbourne Racing Club	0.80	3
16-	-	Red Engine SCC	PepsiCo(Digital)	0.80		0.80	2
18-	16=	Cummins & Partners	Energy Australia	0.50		0.50	1
18-	16=	Innocean	Hills Home Living	0.50		0.50	1
18-	16=	We are Social	Optus Project	0.50		0.50	1
18-	-	VCCP	Hipages	0.50		0.50	1
18-	-	YOLO	1Cover Travel Insurance	0.50		0.50	1
23-	19=	Core	ANMF Project	0.30		0.30	1
23-	19=	Doner	Children's Mercy Kansas City	0.30		0.30	1
23-	-	BauerWorks	Dubai Tourism(Digital)	0.30		0.30	1
						63.04	219

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / July 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	9.67	BGC	8.91	15
2	2	Carat	Greenstone, Bailey Nelson, Bapcare, Grocery Council of WA	6.08	Hawaiian Group	5.89	53
3	3	GroupM	Westpac	4.00		4.00	1
4	5	Starcom	The Study Group, MYOB, Ego Pharmaceuticals, eOne Entertainment	2.70		2.70	9
5	4	MEC	AMEX Corporation, Rundle Mall, SAHMRI	2.47		2.47	15
6	17	Dentsu Media	Retail Client	2.01		2.01	7
7	6	PHD	Volkswagen, Worlds Biggest Screens, Guzman y Gomez Marketing Funds, GSK	3.45	Greenstone	1.94	7
8	8	Vizeum	AFL, EnergyAustralia	2.01	Tennis Australia	1.86	15
9	-	Team Red(WPP)	Vodafone	1.50		1.50	1
10	13	Initiative	Qatar Project, Specsavers, Uniworld Project	2.09	McPherson's	1.42	8
11-	9=	Slingshot	Goodman Fielder	1.00		1.00	1
11-	9=	Ikon	Pfizer	1.00		1.00	1
13	7	Atomic 212	Origin Energy, Tabcorp Project	1.50	eOne Entertainment	0.88	2
14	11	Mediavest Spark	Apply Direct, AGKL, EA	0.79		0.79	3
15	12	Havas Media	Universal Music Group, Squarespace, Macquarie University, OFX	0.75		0.75	7
16	14	Nunn Media	Maui Jim(Buying)	0.40		0.40	2
17	15	Maxus	Danone Nutricia	0.35		0.35	1
18	16	Horizon Media	Star Ratings Australia Project	0.25		0.25	1
19	19	Match Media	Presto (Buying), Maserati	1.22	Pfizer	0.22	3
20	18	Zenith	Klook	0.18		0.18	2
21	20	M2M	Sony Pictures	0.30	Furcor	-0.45	1
22	21	Mindshare		0.00	Origin Energy	-1.57	0
23	22	Universal McCann	RACQ, PPG Industries (Taubmans), GoPro, Lion	2.55	Coles	-2.15	5
24	23	MediaCom	Princess, Sony Playstation, Tempur Sealy, Commonwealth Games	1.90	EnergyAustralia	-6.51	4
						27.81	164

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.