

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / July 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	1	Isobar	Finance Client	11.39		11.39	28
2	2	DDB	Tourism Australia Project, Buzz Brand, Virgin Australia	8.11		8.11	16
3	3	Ogilvy	Mondelez Cadbury, KFC Project, Scentre Group Project, Puma Project	7.65		7.65	22
4	4	VML	Property Group, Bridgestone, NSW Government Responsible Gambling	4.68		4.68	7
5	5	J Walter Thompson	Subway, Murdoch University, Vodafone	4.40		4.40	5
6	6	McCann WorldGroup	WorkSafe Victoria, Beko Project, Maybelline Digital Project	3.73		3.73	15
7	7	Y&R	Internet Client	4.02	Suncorp Bank	3.02	17
8	10	The Monkeys	Holden SUV, Pizza Hut, Berlei, Beam Suntory brand Canadian Club Whiskey	2.50		2.50	4
9	13	Publicis	One World Project, HSBC Digital, Suncorp Bank, iFly Digital project	1.80		1.80	9
10	8	Saatchi & Saatchi	Caltex Project, Carnival Cruise, Jim Beam, Nestle Purina Project	1.70		1.70	5
11	9	Dentsu	Yerin Aboriginal Health Services	1.63		1.63	19
12=	11=	Atomic 212	Lendlease, BHP, SAI Global, Nespresso Project	1.40		1.40	4
12=	11=	Performics	Sensis White Pages, Freedom Furniture, True Alliance	1.40		1.40	4
14	14	King Content	Australian Catholic University (content), MMG (content), Curtin University (content)	1.20		1.20	4
15	15	RARE	Cash Converters	1.00		1.00	1
16	16	Cummins & Partners	CSR Sugar, HBF	1.00	Betfair	0.80	2
17	17	TBWA	Austr Turf Club	0.75		0.75	2
18=	18=	Richards Rose	Menulog	0.50		0.50	1
18=	18=	Ikon	Australian Apples	0.50		0.50	1
18=	18=	LOUD	Zespri International Limited	0.50		0.50	1
						59.97	202



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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	MediaCom	BRP's Sea-Doo, PSA Group Global, Uber, American Airlines	2.90	Pizza Hut	2.60	6
2	2	Carat	Pandora Music	2.79	Ten Digital	2.44	44
3	3	Blue 449	Royal Caribbean Cruises, Pernod Ricard, SCTI, 21th Century Fox	2.30		2.30	5
4	4	Havas Media	Reckon, Bioconnected.com.au, JDE New Zealand	1.99		1.99	15
5	7	Starcom	Kraft Heinz APAC, Ego Pharmaceuticals, Home Timber and Hardware Group	1.65		1.65	3
6	13=	PHD	PepsiCo, Cosmax, HP(digital)	1.22		1.22	3
7	5	OMD	KWP Advertising Agency, Varidesk, McDonald's QLD / NT	2.64	Bel Groupe	1.22	10
8	6	Spark Foundry	Ten Digital, Bel Groupe	0.85		0.85	2
9	-	Publicis Media	Microsoft digital media	0.75		0.75	1
10	10	dentsu X	Retail Client	0.80	Australian Pork	0.65	5
11	8	Slingshot	Australian Pork, Sugar Australia, Guardian Early Learning Group	0.60		0.60	4
12	-	AKA	The Australian Ballet, National Gallery of Victoria,	0.50		0.50	2
13	9	HM	COTY Brands, Silversea Cruises, Log Me In	0.40		0.40	5
14	11	BCM	Beko, Energy Super	0.35		0.35	2
15=	-	QMS Media	The Canberra Airport	0.25		0.25	1
15=	-	Bauer Media	Aussie Bodies	0.25		0.25	1
17	12	Vizeum	Real Estate Client	0.56	Pernod Ricard	0.21	7
18=	13=	Bohemia	Paula's Choice, Evans & Tate and Henkell Trocken	0.45	Pandora Music	0.20	2
18=	13=	oOh!media	SA Government OOH Project	0.20		0.20	1
20	16	Mindshare	Internet Client	0.17		0.17	1
						16.34	140

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.