



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / June 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	9.46		9.46	44
2	3	Ogilvy	Priceline, Lion(XXXX), Reiziger, CSIRO Project, Optus Project	6.88		6.88	33
3	2	TBWA	Schweppes, Foxtel Project, Bellamy's Organic, TOM Organic Project	7.80		6.80	5
4	4	M&C Saatchi	Woolworths	3.00		3.00	1
5	5	Dentsu	Australian Electoral Commission, Chadstone Shopping Centre, QUIT(Digital)	3.48	Weet-Bix	2.98	8
6	6	DDB	Society One, Mylan Project, Netball Victoria, Ardent Entertainment Group Project	2.73		2.73	11
7	7	Isobar	Manufacturing Client	2.45		2.45	17
8	11	McCann WorldGroup	Bayer-Nexavar Project, Greater Sydney Commission Project	2.29		2.29	20
9	8	BMF	Pirtek, Dulux, Australian Government Project	3.63	Lion(XXXX)	2.13	4
10	9	Host	Lion(XXXX), Subaru(Digital & Content)	1.80		1.80	3
11	10	Saatchi & Saatchi	H&R Block, Ladbrokes(ATL), Ezibuy(ATL)	1.61		1.61	5
12	12	The Monkeys	HCF	1.00		1.00	1
13	13	J Walter Thompson	Jetstar	1.00	Education Client	0.85	1
14	22	Grey Group	GMHBA, Dreamworld	1.10	Melbourne Racing Club	0.80	3
15	14	Publicis	American Express/ANZ Project, Bupa Project	0.79		0.79	17
16-	15=	Cummins & Partners	Energy Australia	0.50		0.50	1
16-	15=	Innocean	Hills Home Living	0.50		0.50	1
16-	15=	We are Social	Optus Project	0.50		0.50	1
19-	18=	Core	ANMF Project	0.30		0.30	1
19-	18=	Doner	Children's Mercy Kansas City	0.30		0.30	1
21	20	Mullen Lowe	Cancer Institute NSW	0.20		0.20	1
22	21	SapientNitro	Education Client	0.15		0.15	1
23	23	BBDO	MetLife, TAB	2.10	Foxtel Project	-1.30	3
24	24	Havas Worldwide		0.00	Virgin Mobile	-3.00	0
25	25	Leo Burnett	Twinnings	0.44	Woolworths	-3.06	2
						40.65	185

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / June 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	7.91	15
2	2	Carat	Greenstone, Bailey Nelson, Bapcare, Grocery Council of WA	5.71	Hawaiian Group	5.51	51
3	3	GroupM	Westpac	4.00		4.00	1
4	4	MEC	island2island, COTA Insurance, Flinders University	2.43		2.43	12
5	5	Starcom	The Study Group, MYOB, Ego Pharmaceuticals	2.20		2.20	8
6	18	PHD	Volkswagen, Worlds Biggest Screens, Guzman y Gomez Marketing Funds, GSK	3.45	Greenstone	1.94	7
7	6=	Atomic 212	Origin Energy, Tabcorp Project	1.50		1.50	2
8	12	Vizeum	AFL	1.25	Tennis Australia	1.10	12
9=	6=	Ikon	Pfizer	1.00		1.00	1
9=	6=	Slingshot	Goodman Fielder	1.00		1.00	1
11	9	Mediavest Spark	Apply Direct, AGKL, EA	0.79		0.79	3
12	10	Havas Media	Universal Music Group, Squarespace, Macquarie University	0.63		0.63	6
13	17	Initiative	Qatar Project, Specsavers Project, Uniworld Project	1.14	McPherson's	0.47	8
14	11	Nunn Media	Maui Jim (Buying)	0.40		0.40	2
15	13	Maxus	Danone Nutricia	0.35		0.35	1
16	14	Horizon Media	Star Ratings Australia Project	0.25		0.25	1
17	15	Dentsu Media	Retail Client	0.22		0.22	4
18	16	Zenith	Klook	0.18		0.18	2
19	19	Match Media	Presto (Buying)	1.07	Pfizer	0.07	2
20	20	M2M	Sony Pictures	0.30	Furcor	-0.45	1
21	21	Mindshare		0.00	Origin Energy	-1.57	0
22	23	Universal McCann	RACQ, PPG Industries (Taubmans), GoPro	1.30	Coles	-3.40	4
23	22	MediaCom	Princess, Sony Playstation, Tempur Sealy, Commonwealth Games	1.90	Volkswagen	-4.81	4
						21.70	148

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.