

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / June 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	7.81		7.81	20
2	2	DDB	Virgin Australia, Domain Won project, Gordon Legal Won project	7.72		7.72	11
3	4	Ogilvy	Mondelez Cadbury, KFC Project, Scentre Group Project	7.62		7.62	21
4	3	VML	Property Group, Bridgestone, NSW Government Responsible Gambling	4.68		4.68	7
5	5	J Walter Thompson	Subway, Murdoch University, Vodafone	4.25		4.25	4
6	6	McCann WorldGroup	WorkSafe Victoria, Beko Project, Maybelline Digital Project	3.13		3.13	13
7	8	Y&R	Internet Client	3.40	Suncorp Bank	2.40	15
8	7	Saatchi & Saatchi	Caltex Project, Carnival Cruise, Jim Beam, Nestle Purina Project	1.70		1.70	5
9	9	Dentsu	Government Client	1.55		1.55	16
10	10	The Monkeys	Pizza Hut, Berlei, Beam Suntory brand Canadian Club Whiskey	1.50		1.50	3
11=	14=	Atomic 212	Lendlease, BHP, SAI Global, Nespresso Project	1.40		1.40	4
11=	-	Performics	Sensis White Pages, Freedom Furniture, True Alliance	1.40		1.40	4
13	11	Publicis	One World Project, HSBC Digital, Suncorp Bank, iFly Digital project	1.35		1.35	7
14	12	King Content	Australian Catholic University (content), MMG (content), Curtin University (content)	1.20		1.20	4
15	13	RARE	Cash Converters	1.00		1.00	1
16	14=	Cummins & Partners	CSR Sugar, HBF	1.00	Betfair	0.80	2
17	26	TBWA	Austr Turf Club	0.75		0.75	2
18=	16=	Richards Rose	Menulog	0.50		0.50	1
18=	16=	Ikon	Australian Apples	0.50		0.50	1
18=	16=	LOUD	Zespri International Limited	0.50		0.50	1
						50.87	170

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / June 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	7	MediaCom	PSA Group Global, Uber, Brand USA, American Airlines	2.55	Pizza Hut	2.25	5
2	1	Carat	Pandora Music	2.42	Ten Digital	2.07	38
3	3	Blue 449	Pernod Ricard, SCTI, 21th Century Fox, National Breast Cancer Foundation	1.60		1.60	4
4	4	Havas Media	Momentum Energy, Kia Motors, Key Pharmaceuticals, Ticketek Project	1.53		1.53	7
5	2	OMD	Varidesk, McDonald's QLD / NT, Iron Mountain, Macquarie Bank Project	1.87	Bel Groupe	1.33	8
6	5	Spark Foundry	Ten Digital, Bel Groupe	0.85		0.85	2
7	6	Starcom	Ego Pharmaceuticals, Home Timber and Hardware Group	0.80		0.80	2
8	8	Slingshot	Australian Pork, Sugar Australia, Guardian Early Learning Group	0.60		0.60	4
9	10	HM	COTY Brands, Silversea Cruises, Log Me In	0.40		0.40	5
10	11	dentsu X	Retail Client	0.51	Australian Pork	0.36	3
11	16	BCM	Beko, Energy Super	0.35		0.35	2
12	9	Vizeum	Real Estate Client	0.56	Pernod Ricard	0.21	7
13=	13	PHD	HP(digital)	0.20		0.20	1
13=	18	Bohemia	Paula's Choice, Evans & Tate and Henkell Trocken	0.45	Pandora Music	0.20	2
13=	-	oOh!media	SA Government OOH Project	0.20		0.20	1
16	14	Mindshare	Internet Client	0.17		0.17	1
17	15	Media & Production Partners	Musashi	0.15		0.15	1
18	12	MEC	Stylerunner, Australian Restaurant Concepts, YBI	0.28	Michelin Global	0.13	8
19	17	The Sphere Agency	Anna Vasily	0.10		0.10	1
20	19	Ikon	Horticulture	0.33	Ego Pharmaceuticals	-0.07	1
						11.38	109

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.