

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Mar 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	2	Y&R	Shell Project, VIC Police Project, Woolworths Project	7.07		7.07	31
2	1	TBWA	Virgin Mobile, Foxtel Project, Bellamy's Organic	7.00		7.00	3
3	3	Ogilvy	Priceline, Tourism Northern Territory Project, CSIRO Project	4.73		4.73	27
4	4	M&C Saatchi	Woolworths	3.00		3.00	1
5	5	Dentsu	FMCG Client	2.64		2.64	4
6	6	DDB	SC Johnson, VW & Skoda Project, Merck Brand	2.02		2.02	7
7	7=	The Monkeys	HCF	1.00		1.00	1
8	9	J Walter Thompson	Jetstar	1.00	Education Client	0.85	1
9	10	BMF	Dulux	0.80		0.80	1
10	11	McCann WorldGroup	FlexiRoam, Service Victoria Project, Glenville Project	0.66		0.66	9
11	14	Publicis	Devondale(ATL), H&R Block(ATL), Vinomofo (ATL)	0.53		0.53	8
12	7=	Cummins & Partners	Energy Australia	0.50		0.50	1
13	12	Core	ANMF Project	0.30		0.30	1
14=	15=	Saatchi & Saatchi	Vinomofo	0.20		0.20	1
14=	15=	Mullen Lowe	Cancer Institute NSW	0.20		0.20	1
16	13	SapientNitro	Education Client	0.15		0.15	1
17	15=	Grey Group		0.00		0.00	0
18	18	BBDO	MetLife	0.60	Foxtel Project	-2.40	1
19	19	Havas Worldwide		0.00	Virgin Mobile	-3.00	0
20	20	Leo Burnett		0.00	Woolworths	-3.50	0
						22.75	99

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Mar 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	GroupM	Westpac	4.00		4.00	1
2	2	Carat	Greenstone, Australian Pacific Touring, Tourism WA, Baptcare	2.50		2.50	23
3	3	OMD	Volvo Trucks, Sony Music	1.20		1.19	3
4	-	Ikon	Pfizer	1.00		1.00	1
5	-	Slingshot	Goodman Fielder	1.00		1.00	1
6	6	Initiative	Qatar Project, Jemena, The Cancer Council	0.55	The Greater Building Society	0.41	3
7	7	Maxus	Danone Nutricia	0.35		0.35	1
8	8	M2M	Sony Pictures	0.30		0.30	1
9=	9	Horizon Media	Star Ratings Australia Project	0.25		0.25	1
9=	11	MEC	Go Daddy	0.25		0.25	4
11	10	Havas Media	Squarespace, Macquarie University	0.23		0.23	2
12	12	Nunn Media	The Greater Building Society	0.15		0.15	1
13	13=	Dentsu Media	Retail Client	0.08		0.08	2
14	4	Vizeum	AFL	0.04		0.04	1
15	13=	Zenith		0.00		0.00	0
16	17	PHD	GSK, Lindblad Expeditions, Admar Creations, Vaya	1.15	Greenstone	-0.11	4
17	18	Universal McCann	PPG Industries (Taubmans), GoPro	0.40	Sony Pictures	-0.35	2
18	5	Match Media	Presto (Buying)	0.57	Pfizer	-0.43	1
19	19	Mindshare		0.00	Presto (Buying)	-0.57	0
20	20	MediaCom	Tempur Sealy	0.45	Australian Pacific Touring	-3.91	1
						6.35	53

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.