



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Mar 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               | DDB                | McDonalds, YMCA Project                           | 4.01                                 |               | 4.01                                    | 6           |
| 2               | 2               | J Walter Thompson  | Murdoch University, Vodafone                      | 3.30                                 |               | 3.30                                    | 2           |
| 3               | 5               | Ogilvy             | University of Queensland, Hostplus, Roche Project | 2.17                                 |               | 2.17                                    | 10          |
| 4               | 4               | McCann WorldGroup  | Beko Project, Maybelline Digital Project          | 1.47                                 |               | 1.47                                    | 7           |
| 5               | 11=             | Saatchi & Saatchi  | Betfair, Carnival Cruise, Jim Beam                | 1.30                                 |               | 1.30                                    | 3           |
| 6               | 3               | Publicis           | HSBC Digital, Suncorp Bank, iFly Digital project  | 1.23                                 |               | 1.23                                    | 5           |
| 7               | 10              | Dentsu             | Government Client                                 | 1.19                                 |               | 1.19                                    | 10          |
| 8               | 6               | Isobar             | Finance Client                                    | 0.72                                 |               | 0.72                                    | 4           |
| 9=              | 7=              | Mullen Lowe        | TK Maxx   | 0.50                                 |               | 0.50                                    | 1           |
| 9=              | 7=              | Richards Rose      | Menulog   | 0.50                                 |               | 0.50                                    | 1           |
| 9=              | -               | The Monkeys        | Pizza Hut   | 0.50                                 |               | 0.50                                    | 1           |
| 9=              | -               | Ikon               | Australian Apples                                 | 0.50                                 |               | 0.50                                    | 1           |
| 9=              | -               | LOUD               | Zespri International Limited                      | 0.50                                 |               | 0.50                                    | 1           |
| 9=              | -               | Magnum & Co        | VOSS Water, Pizza Hut Social                      | 0.50                                 |               | 0.50                                    | 2           |
| 15              | 20              | Y&R                | Internet Client                                   | 1.49                                 | Suncorp Bank  | 0.49                                    | 9           |
| 16              | 9               | United Yeah        | Grace Worldwide                                   | 0.40                                 |               | 0.40                                    | 1           |
| 17=             | 33              | Host               | Oporto, Chicken Treat                             | 0.80                                 | Pizza Hut     | 0.30                                    | 1           |
| 17=             | 11=             | Cummins & Partners | CSR Sugar   | 0.50                                 | Betfair       | 0.30                                    | 1           |
| 17=             | 11=             | DPR&Co             | Vision Australia                                  | 0.30                                 |               | 0.30                                    | 1           |
| 17=             | 11=             | The Sphere Agency  | Anna Vasily                                       | 0.30                                 |               | 0.30                                    | 1           |
|                 |                 |                    |   |                                      |               | <b>20.47</b>                            | <b>68</b>   |



## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Mar 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               | 3               | MediaCom          | Uber, Brand USA, American Airlines                        | 3.55                                 |                     | 3.55                                     | 5           |
| 2               | 1               | Blue 449          | SCTI, 21th Century Fox, National Breast Cancer Foundation | 1.25                                 |                     | 1.25                                     | 3           |
| 3               | 2               | Havas Media       | Kia Motors, Key Pharmaceuticals, UTS:INSEARCH             | 1.18                                 |                     | 1.18                                     | 3           |
| 4               | 7               | Carat             | Pandora Music   | 1.42                                 | Ten Digital         | 1.07                                     | 22          |
| 5               | 6               | Mediavest Spark   | Ten Digital, Bel Groupe                                   | 0.85                                 |                     | 0.85                                     | 2           |
| 6               | 5               | OMD               | McDonald's QLD / NT, Iron Mountain                        | 1.17                                 | Bel Groupe          | 0.67                                     | 5           |
| 7               | 9               | Vizeum            | Real Estate Client  | 0.55                                 |                     | 0.55                                     | 6           |
| 8               | 12=             | Dentsu Media      | Retail Client   | 0.51                                 |                     | 0.51                                     | 3           |
| 9               | 4               | Starcom           | Ego Pharmaceuticals                                       | 0.40                                 |                     | 0.40                                     | 1           |
| 10              | 8               | PHD               | HP(digital)   | 0.20                                 |                     | 0.20                                     | 1           |
| 11              | 10              | The Sphere Agency | Anna Vasily   | 0.10                                 |                     | 0.10                                     | 1           |
| 12              | 11              | MEC               | San Churro, Jims Mowing, Woodside                         | 0.09                                 |                     | 0.09                                     | 3           |
| 13=             | 12=             | Cummins&Partners  |   | 0.00                                 |                     | 0.00                                     | 0           |
| 13=             | 12=             | Horizon Media     |   | 0.00                                 |                     | 0.00                                     | 0           |
| 13=             | 12=             | Maxus             |   | 0.00                                 |                     | 0.00                                     | 0           |
| 13=             | 12=             | Mindshare         |   | 0.00                                 |                     | 0.00                                     | 0           |
| 17              | 18              | Ikon              |   | 0.00                                 | Ego Pharmaceuticals | -0.40                                    | 0           |
| 18              | 12=             | Universal McCann  |   | 0.00                                 | McDonald's QLD / NT | -0.85                                    | 0           |
| 19              | 19              | Initiative        | Murdoch University  | 0.03                                 | Kia Motors          | -0.92                                    | 1           |
| 20              | 20              | Zenith            |   | 0.00                                 | 21th Century Fox    | -1.00                                    | 0           |
|                 |                 |                   |   |                                      |                     | 7.24                                     | 56          |

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.