



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / May 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	2	TBWA	Schweppes, Foxtel Project, Bellamy's Organic, TOM Organic Project	7.80		7.80	5
3	3	Ogilvy	Priceline, Lion(XXXX), Reiziger, CSIRO Project	6.40		6.40	31
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	8	DDB	Society One, Mylan Project, Netball Victoria, Ardent Entertainment Group Project	2.73		2.73	11
7	6	Isobar	Manufacturing Client	2.45		2.45	17
8	7	BMF	Pirtek, Dulux, Australian Government Project	3.63	Lion(XXXX)	2.13	4
9	9	Host	Lion(XXXX), Subaru(Digital & Content)	1.80		1.80	3
10	11	Saatchi & Saatchi	H&R Block, Ladbrokes(ATL), Ezibuy(ATL)	1.57		1.57	4
11	14	McCann WorldGroup	Greater Sydney Commission Project, Sydney Light Rail Project	1.47		1.47	16
12	10	The Monkeys	HCF	1.00		1.00	1
13	12	J Walter Thompson	Jetstar	1.00	Education Client	0.85	1
14	13	Publicis	American Express/ANZ Project, Bupa Project	0.79		0.79	17
15-	15=	Cummins & Partners	Energy Australia	0.50		0.50	1
15-	15=	Innocean	Hills Home Living	0.50		0.50	1
15-	15=	We are Social	Optus Project	0.50		0.50	1
18-	18=	Core	ANMF Project	0.30		0.30	1
18-	18=	Doner	Children's Mercy Kansas City	0.30		0.30	1
20	20	Mullen Lowe	Cancer Institute NSW	0.20		0.20	1
21	21	SapientNitro	Education Client	0.15		0.15	1
22	-	Grey Group	GMHBA	0.40	Melbourne Racing Club	0.10	1
23	22	BBDO	MetLife, TAB	2.10	Foxtel Project	-0.90	3
24	23	Havas Worldwide		0.00	Virgin Mobile	-3.00	0
25	24	Leo Burnett	Twinnings	0.44	Woolworths	-3.06	2
						40.02	176

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / May 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	Coles Group & Target, Village Roadshow, Furcor	8.68	BGC	6.92	9
2	3	Carat	Greenstone, Bailey Nelson, Bapcare, Grocery Council of WA	4.86	Hawaiian Group	4.66	40
3	2	GroupM	Westpac	4.00		4.00	1
4	4	MEC	island2island, COTA Insurance, ACH Group, St Michaels Grammar	2.36		2.36	11
5	5	Starcom	The Study Group, MYOB, Ego Pharmaceuticals	2.20		2.20	8
6=	6=	Ikon	Pfizer	1.00		1.00	1
6=	6=	Slingshot	Goodman Fielder	1.00		1.00	1
6=	6=	Atomic 212	Origin Energy	1.00		1.00	1
9	-	Mediavest Spark	Apply Direct, AGKL, EA	0.79		0.79	3
10	10	Havas Media	Universal Music Group, Squarespace, Macquarie University	0.60		0.60	5
11	15	Nunn Media	Maui Jim(Buying)	0.40		0.40	2
12	14	Vizeum	AFL	0.39		0.39	9
13	11	Maxus	Danone Nutricia	0.35		0.33	1
14	13	Horizon Media	Star Ratings Australia Project	0.25		0.25	1
15	16	Dentsu Media	Retail Client	0.13		0.13	3
16	17	Zenith	Klook	0.05		0.05	2
17	9	Initiative	Qatar Project, Jemena, The Cancer Council, BGC, MTAA Project	0.64	McPherson's	-0.03	6
18	18	PHD	Worlds Biggest Screens, Guzman y Gomez Marketing Funds, GSK	1.45	Greenstone	-0.06	6
19	19	Match Media	Presto (Buying)	0.57	Pfizer	-0.43	1
20	12	M2M	Sony Pictures	0.30	Furcor	-0.45	1
21	20	Mindshare		0.00	Origin Energy	-1.57	0
22	21	MediaCom	Princess, Sony Playstation, Tempur Sealy	1.40	Australian Pacific Touring	-3.06	3
23	22	Universal McCann	PPG Industries (Taubmans), GoPro	0.80	Coles	-3.90	3
						16.56	118

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.