



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / May 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	Isobar	Finance Client	7.81		7.81	20
2	2	DDB	Virgin Australia, McDonalds, YMCA Project	5.01		5.01	7
3	-	VML	Bridgestone, NSW Government Responsible Gambling, Tennis Australia	4.65		4.65	6
4	3	Ogilvy	KFC Project, Scentre Group Project, University of Queensland	4.32		4.32	19
5	1	J Walter Thompson	Subway, Murdoch University, Vodafone	4.25		4.25	4
6	5	McCann WorldGroup	Beko Project, Maybelline Digital Project	2.47		2.47	10
7	6	Saatchi & Saatchi	Caltex Project, Carnival Cruise, Jim Beam, Nestle Purina Project	1.70		1.70	5
8	10	Y&R	Internet Client	2.58	Suncorp Bank	1.58	13
9	4	Dentsu	Government Client	1.55		1.55	16
10	11=	The Monkeys	Pizza Hut, Berlei, Beam Suntory brand Canadian Club Whiskey	1.50		1.50	3
11	8	Publicis	One World Project, HSBC Digital, Suncorp Bank, iFly Digital project	1.35		1.35	7
12	9	King Content	Australian Catholic University (content), MMG (content), Curtin University (content)	1.20		1.20	4
13	-	RARE	Cash Converters	1.00		1.00	1
14=	18=	Cummins & Partners	CSR Sugar, HBF	1.00	Betfair	0.80	2
14=	22	Atomic 212	SAI Global, Nespresso Project	0.80		0.80	2
16=	11=	Richards Rose	Menulog	0.50		0.50	1
16=	11=	Ikon	Australian Apples	0.50		0.50	1
16=	11=	LOUD	Zespri International Limited	0.50		0.50	1
16=	11=	Magnum & Co	VOSS Water, Pizza Hut Social	0.50		0.50	2
20	17	United Yeah	Grace Worldwide	0.40		0.40	1
						<b>42.38</b>	<b>125</b>

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / May 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	2	Carat	Pandora Music	2.37	Ten Digital	2.02	36
2	4	OMD	Varidesk, McDonald's QLD / NT, Iron Mountain, Macquarie Bank Project	1.87	Bel Groupe	1.33	8
3	3	Blue 449	SCTI, 21th Century Fox, National Breast Cancer Foundation	1.25		1.25	3
4	5	Havas Media	Kia Motors, Key Pharmaceuticals, Ticketek Project	1.23		1.23	5
5	6	Mediavest Spark	Ten Digital, Bel Groupe	0.85		0.85	2
6	7	Starcom	Ego Pharmaceuticals, Home Timber and Hardware Group	0.80		0.80	2
7	1	MediaCom	Uber, Brand USA, American Airlines	1.05	Pizza Hut	0.75	4
8	10	Slingshot	Australian Pork, Sugar Australia, Guardian Early Learning Group	0.60		0.60	4
9	8	Vizeum	Real Estate Client	0.56		0.56	7
10	11	HM	COTY Brands, Silversea Cruises, Log Me In	0.40		0.40	5
11	9	dentsu X	Retail Client	0.51	Australian Pork	0.36	3
12	15	MEC	Stylerunner, Australian Restaurant Concepts, YBI	0.28		0.28	8
13	12	PHD	HP(digital)	0.20		0.20	1
14	-	Mindshare	Internet Client	0.17		0.17	1
15	13	Media & Production Partners	Musashi	0.15		0.15	1
16	-	BCM	Beko	0.15		0.15	1
17	14	The Sphere Agency	Anna Vasily	0.10		0.10	1
18	16	Bohemia	Paula's Choice	0.25	Pandora Music	0.00	1
19	18	Ikon	Horticulture	0.33	Ego Pharmaceuticals	-0.07	1
20	17	Initiative	PEET, LiveLighter Project, Murdoch University, Pizza Hut	0.65	Kia Motors	-0.30	5
						<b>10.81</b>	<b>99</b>

### 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.