

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Apr 2018

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	Leo Burnett	Austereo Project, Emirates Airlines, Caroma	6.07		6.07	11
2	12=	TBWA	Macquarie University, SA Tourism, Amazon	3.50	Foxtel	2.50	3
3	2	Saatchi & Saatchi	Fiji Tourism, Campbell Arnotts	2.10		2.10	3
4	3	VML	Lion, Pfizer	2.02		2.02	2
5	4	72andSunny	Optus	2.00		2.00	1
6	5	ThinkerBell	Vegemite, Our Watch, Sukin	1.70		1.70	3
7	6	R/GA	National Rugby League, Wine Australia	1.50		1.50	2
8	11	Digitas	Samsung Project, Betfair Project, Europcar Project	1.44		1.44	16
9	9	Havas Worldwide	Chatime, Bio-Oil, The Department of Industry, Innovation & Science	1.30		1.30	4
10	18=	Dentsu	Manufacture Client	1.18		1.18	4
11	7	DDB	McDonalds, National Hearing Care	1.05		1.05	2
12=	8	CHE Proximity	RACV	1.00		1.00	1
12=	16	BBDO	Australian Football League, Menulog, DJI Global	1.60	Campbell Soup	1.00	3
12=	33	Ikon	Avis Budget	1.00		1.00	1
15	10	Ogilvy	Squarespace	0.78		0.78	3
16=	12=	The Zoo Republic	Canon B2B	0.50		0.50	1
16=	12=	Murmur	Podravka	0.50		0.50	1
16=	91	The Royals	Australian Super	0.50		0.50	1
16=	-	MullenLowe Group	Crust Pizza, Edgewell	1.00		0.50	2
20	15	Publicis	Suncorp Project, Tinder Project , CrossRiver Rail Project	0.46		0.46	5
						30.48	91



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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	Universal McCann	AGL, Australian Fed Gov	9.25		9.25	2
2	18	OMD	Telstra's Belong, Upside, Mazda (Mazda 2 and CX#)	3.58	Beacon Lighting	3.08	4
3	4	Carat	Microsoft, Beacon Lighting	3.03	Australian Super (Offline)	2.63	3
4	-	M2M	Hyundai	2.55		2.55	1
5	13=	PHD	HSBC	1.00		1.00	1
6	2	Spark Foundry	Campbell Arnott's, Khumo Tyres, 7Travel,VEC	0.77		0.77	5
7	3	Havas Media	Sun Rice Project, Tony Bianco Project	0.72	Maquarie University	0.56	5
8	-	Zenith	Didi	0.50		0.50	1
9	5	Vizeum	Maquarie University	0.48		0.48	4
10=	13=	Bohemia	Western Sydney University	0.25		0.25	1
10=	7	Essence	Tigerair	0.25		0.25	1
12=	8=	Consumedia	Maurice Blackburn	0.15		0.15	1
12=	8=	Kaimera	Knight Frank	0.15		0.15	1
14	10	MediaCom	Bose	0.10		0.10	1
15=	11	SapientRazorfish	Marriott	0.03		0.03	1
15=	12	Starcom	Pirelli	0.03		0.03	1
17	6	Mindshare	Deliveroo	0.38	HSBC	-0.63	1
18	19	Wavemaker	Business Council of Australia	0.25	Campbell Soup Global	-0.66	1
19	13=	Blue 449	Australian Super	0.65	Telstra's Belong	-0.85	2
20	13=	Initiative		0.00	Hyundai	-2.59	0
						10.85	40

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.