

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Aug 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	City of Melbourne, Craveable Brands, Austereo Project	11.12		11.12	16
2	2	Ogilvy	Squarespace, Telecom Client	7.68		7.68	8
3	3	Saatchi & Saatchi	Cathay Pacific, Kraft Project, Didi, Football Fed Australia	6.37	Automobile Client	5.77	13
4	5	VML	Ignition Wealth, Newell, Delos, Lion(Digital & Technology)	3.87		3.87	7
5	4	Y&R	Australian Unity, Thrifty Car Rental	6.86	Emirates Airlines	3.86	16
6	6	TBWA	PepsiCo beverages, Macquarie University, SA Tourism, Amazon	7.00	Foxtel	3.20	6
7	7	MullenLowe Group	Crust Pizza, Edgewell	3.50	Macquarie University	3.00	2
8	8	Publicis	Department of Transport and Main Roads Project, Foxtel Project, Mondelez (Gum) Project	2.79		2.79	8
9	9	72andSunny	Optus	2.10		2.10	2
10	10	Dentsu	Manufacture Client	1.85		1.85	10
11	11	Digitas	Samsung Project, Betfair Project, Europcar Project, The Star Project	1.79		1.79	18
12	12	ThinkerBell	Vegemite, Our Watch, Sukin	1.70		1.70	3
13	109	J Walter Thompson	Swisse, Debenhams, MSD Animal Health, Godfey/Hoover	6.55	Vegemite	1.55	13
14=	13	R/GA	National Rugby League, Wine Australia	1.50		1.50	2
14=	15=	CHE Proximity	AGL Energy, RACV	1.50		1.50	2
16	14	McCann WorldGroup	Headspace Project	1.64	Cathay Pacific	1.34	10
17=	15=	Ikon	Avis Budget	1.00		1.00	1
17=	15=	Marcel	Powershop	1.00		1.00	2
17=	15=	M&C Saatchi	Plush, Jack Daniels	1.00		1.00	2
17=	24	WITH Collective	Petbarn	1.00		1.00	2
						57.40	177

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Aug 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	Universal McCann	Nestlé, AGL, Australian Fed Gov	13.75	Cathay Pacific	13.50	5
2	3	Starcom	P&G, Pirelli, Football Fed Australia	3.23		3.23	3
3	2	M2M	Hyundai	2.55		2.55	1
4	4	Carat	Gov of West Australia, Bundaberg Brewed Drinks, Hepatitis VIC	4.53	Mondelez	2.13	14
5	5	Havas Media	Tony Bianco Digital, Perfetti van Melle Porject, SunRise	1.94		1.78	12
6	6	Spark Foundry	Campbell Arnott's, Khumo Tyres, 7Travel, VEC, Lenovo Global	1.17		1.17	6
7	7	Bohemia	Western Sydney University, Racing Victoria, Plush	1.10		1.10	3
8	8	PHD	HSBC	1.00	Clothing Client	0.97	1
9	9	Mindshare	Mondelez, Deliveroo	1.88	HSBC	0.88	2
10	10	Zenith	Northern Territory Tourism Board (Performics), Didi	0.54		0.54	2
11	23	Initiative	Gov of West Australia, Under Armour, Qatar Airways, ACTU Project	2.92	Hyundai	0.33	9
12=	11=	This Is Flow	Cruiseco	0.25		0.25	1
12=	11=	Essence	Tigerair	0.25		0.25	1
14	13	Affinity	De'Longhi	0.20		0.20	1
15	18	MediaCom	Hilton Hotels & Resorts, Mars Buying, Shell, Bose	3.63	Football Fed Australia	0.18	6
16=	14=	Consumedia	Maurice Blackburn	0.15		0.15	1
16=	14=	Kaimera	Knight Frank	0.15		0.15	1
18	16	Spinach	Queen Victoria Market	0.10		0.10	1
19	17	Vizeum	Maquarie University	0.58	Racing Victoria	0.08	6
20	19	SapientRazorfish	Marriott	0.03		0.03	1
						18.80	88

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.