



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Dec 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	Isobar	Finance Client	15.07		15.07	41
2	2	DDB	Freedom Furniture, National Hearing Care, Indeed	14.61		14.61	25
3	3	Ogilvy	Ipsen Project, Tabcorp Project, Transport for NSW Project	10.65		10.65	32
4=	4	Dentsu	HCF, Yerin Aboriginal Health Services	7.06		7.06	32
4=	8	Publicis	Luxottica, George Weston Foods Project, Amex Project	7.36	Luxottica	7.06	26
6	7	The Monkeys	Asahi Super Dry, Australia Post, NRMA, Insurance Australia, Holden SUV	5.50		5.50	8
7	6	McCann WorldGroup	Eset Project, WorkSafe Victoria, Beko Project	5.32		5.32	25
8	5	Y&R	Internet Client	6.28	Suncorp Bank	5.28	24
9	9	J Walter Thompson	John West, Subway, Murdoch University, Vodafone	4.75		4.75	5
10	10	VML	Property Group, Bridgestone, NSW Government Responsible Gambling	4.68	Hyundai	4.56	7
11	11	Saatchi & Saatchi	Victorian Electoral Commission, Nestle ProPlan Project, Border Security Project,	3.57		3.57	11
12	12	Havas Worldwide	Department of Industry(Digital), HMD Global(Social&Digital)	2.20		2.20	5
13	13	WPP AUNZ	BankWest	2.00		2.00	1
14	14	VCCP	OPSM, Torrens University	1.50		1.50	3
15=	15=	Atomic 212	Lendlease, BHP, SAI Global, Nespresso Project	1.40		1.40	4
15=	15=	Performics	Sensis White Pages, Freedom Furniture, True Alliance	1.40		1.40	4
17	17	Cummins & Partners	Kraft Heinz, McCain's, CSR Sugar, HBF	2.50	John West	1.30	4
18=	18=	Columbus	The Coffee Club Digital, AON Digital, HIA Insurance Services Digital	1.20		1.20	3
18=	18=	King Content	Australian Catholic University (content), MMG (content), Curtin University (content)	1.20		1.20	4
20	20	RARE	Cash Converters	1.00		1.00	1
						96.91	330

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Dec 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	OMD	Nissan, Qantas, Chisholm Institute (Buying), NSW Government, Merisant, Simplot Foods	8.21	Bel Groupe	6.78	20
2	1	MediaCom	Govt of Victoria, BRP's Sea-Do, PSA Group Global	6.30	Pizza Hut	6.00	9
3	2	Universal McCann	CoEx, Lego, Coach, NSW Government, ING	6.62	McDonald's QLD / NT	5.55	6
4	4	Carat	University of Adelaide, Our Watch, Event Hospitality & Entertainment	6.55	Nissan	3.85	60
5	5	Havas Media	Chatime, NSW Government, World Vision, Bioconnected.com.au	3.59		3.59	18
6	6	Blue 449	Priscilla Queen of the Desert, Royal Caribbean Cruises, Pernod Ricard	2.55		2.55	6
7	7	PHD	AB InBev, PepsiCo, Cosmax, HP(digital)	2.42	Unilever Communications Planning	1.97	4
8	8	Bohemia	Schneider Electric, Steinhoff, Michael Hill, Paula's Choice	2.20	Pandora Music	1.95	5
9	9	Wavemaker	NSW Government, Stylerunner, Australian Restaurant Concepts, YBI	2.33	Michelin Global	1.60	10
10	10	Starcom	Snooze (Steinhoff / Pepkor), Dropbox, Kraft Heinz APAC, Ego Pharmaceuticals	2.62	Treasury Wine Estates	1.50	5
11	11	Mindshare	Unilever Communications Planning, IBM, Treasury Wine Estates	1.49		1.49	4
12	12	Slingshot	Sanitarium Planning, Australian Pork, Sugar Australia	1.30		1.30	5
13	13	Initiative	Jemena, PEET, LiveLighter Project, Murdoch University, Pizza Hut	2.64	Kia Motors	1.15	9
14	14	Spark Foundry	Ten Digital, Bel Groupe	1.05		1.05	3
15	15	Vizeum	Real Estate Client	1.74	Pernod Ricard	1.04	10
16	16	Publicis Media	Microsoft digital media	0.75		0.75	1
17	17	AKA	The Australian Ballet, National Gallery of Victoria,	0.50		0.50	2
18	18	HM	COTY Brands, Silversea Cruises, Log Me In	0.40		0.40	5
19	19	BCM	Beko, Energy Super	0.35		0.35	2
20	20	QMS Media	The Canberra Airport	0.25		0.25	1
						40.82	203

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.