

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Dec 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	VMLY&R	Think Conveyancing, American Express project, Delos, Amart, Best&Less	20.13	Emirates Airlines	17.13	37
2	2	Leo Burnett	City of Melbourne, Craveable Brands, Austereo Project	11.24		11.24	17
3	3	Ogilvy	Squarespace, Telecom Client	7.98		7.98	9
4	4	Saatchi & Saatchi	Siemens Home Appliances, Origin Project, Cathay Pacific, Kraft Project, Didi	6.54		5.94	15
5	5	MullenLowe Group	Crust Pizza, Edgewell	3.50	Macquarie University	3.00	2
6	6	Publicis	Griffith University - Digital Course Finder Project, Brisbane City Council - Digital Parking Planner Project, Department of Transport and Main Roads Project, Foxtel Project	2.96		2.96	10
7	7	J Walter Thompson	Asahi Project, Adairs Project, Midea Washing Machine, Dupont-Coteva	7.86	Vegemite	2.86	43
8	8	BBDO	Ford, Australian Football League, Menulog, DJI Global	5.60	Tourism Australia	2.82	4
9=	9	TBWA	PepsiCo beverages, Macquarie University, SA Tourism, Amazon	7.00	Oroton	2.70	6
9=	40=	BMF	ALDI Australia-good different project, Department of Social Services Australia, Football	3.20	Football Fed Australia	2.70	16
11	11	Digitas	Samsung Project, Betfair Project, Europcar Project, The Star Project	2.59		2.59	20
12	10	R/GA	Jimmy Brings, National Rugby League, Wine Australia	2.50		2.50	3
13	12	McCann WorldGroup	Headspace Project	2.44	Cathay Pacific	2.14	13
14=	13=	72andSunny	Optus	2.10		2.10	2
14=	13=	ThinkerBell	Bega, Vegemite, Our Watch, Sukin	2.10		2.10	4
16	15	Dentsu	Manufacture Client	1.85		1.85	10
17	16	CHE Proximity	AGL Energy, RACV	1.50		1.50	2
18	17	The Royals	Grill'd, Athena, Australian Super	1.32		1.32	5
19	40=	Special Group	Carlton United breweries / Anheuser Busch Innovation project, Douglas Pharmaceuticals, Aussie Home Loans	1.95	Aussie Home Loans	1.20	11
20	18	M&C Saatchi	Tourism Australia, Plush, Jack Daniels	1.18		1.18	3
						84.75	317



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Dec 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	14.55	Cathay Pacific	14.30	6
2	3	Havas Media	Kia Motors Digital AOR, Orotan, Tony Bianco Digital, Perfetti van Melle Porject	4.53		4.37	35
3	2	Starcom	Snooze, OpenCorp, P&G, Pirelli, Football Fed Australia	4.23		4.23	5
4	4	OMD	Shell, Clorox, Dimmi, Suncorp	9.21	Luxottica	3.88	13
5	5	Carat	ALP Victoria, Australian Digital Health Agency, Auto-I.T. Australia Pty Ltd, Gov of West Australia	5.36	Lottery West	2.96	32
6	8	Spark Foundry	Lenovo / Motorola, Saputo (Murray Goulburn), Campbell Arnott's, Khumo Tyres	2.51		2.51	9
7	6	Zenith	Luxottica, Lactalis, GSK, Northern Territory Tourism Board (Performics)	2.87	Heineken	2.37	5
8	7	Initiative	Lottery West, Officeworks, Gov of West Australia, Under Armour, Qatar Airways	4.85	Hyundai	2.27	13
9	9	Wavemaker	Mitsubishi Motors, YouFoodz, Business Council of Australia	4.04	Campbell Soup Global	1.20	7
10	10	Bohemia	Western Sydney University, Racing Victoria, Plush	1.10		1.10	3
11=	11=	This Is Flow	Cruiseco	0.25		0.25	1
11=	11=	Essence	Tigerair	0.25		0.25	1
13	13	Affinity	De'Longhi	0.20		0.20	1
14	14	MediaCom	Hilton Hotels & Resorts, Mars Buying, Shell, Bose	3.63	Football Fed Australia	0.18	6
15=	15=	Consumedia	Maurice Blackburn	0.15		0.15	1
15=	15=	Kaimera	Knight Frank	0.15		0.15	1
17	17	Spinach	Queen Victoria Market	0.10		0.10	1
18	18	SapientRazorfish	Marriott	0.03		0.03	1
19	19	M2M		0.00		0.00	0
20	20	Mindshare	Mondelez, Deliveroo	1.98	Orotan	-0.07	3
						31.93	166

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.