



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Feb 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	Emirates Airlines, Barangaroo precinct, Caroma	4.12		4.12	8
2	-	72andSunny	Optus	2.00		2.00	1
3	-	ThinkerBell	Vegemite, Our Watch	1.30		1.30	2
4	2	DDB	McDonalds, National Hearing Care	1.05		1.05	2
5	-	R/GA	National Rugby League	1.00		1.00	1
6	10=	J Walter Thompson	Godfeys/Hoover, John West	1.90	Vegemite	0.90	5
7=	5	Havas Worldwide	Bio-Oil	0.60		0.60	2
7=	10=	Saatchi & Saatchi	Fiji Tourism	0.60		0.60	1
9=	4	TBWA	Macquarie University	0.50		0.50	1
9=	-	The Zoo Republic	Canon B2B	0.50		0.50	1
9=	-	Murmur	Podravka	0.50		0.50	1
12	3	BBD0	Australian Football League	1.00	Campbell Soup	0.40	1
13	9	Ogilvy	Squarespace	0.38		0.38	2
14	6	M&C Saatchi	Jack Daniels	0.30		0.30	1
15	7	Grey Group	Bose	0.20		0.20	1
16	8	Publicis	Suncorp Project, Tinder Project , American Airlines Project	0.12		0.12	3
17	10=	VML	Lion	0.02		0.02	1
18=	10=	Isobar		0.00		0.00	0
18=	10=	Dentsu		0.00		0.00	0
18=	10=	The Monkeys		0.00		0.00	0
						12.48	36



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	1.25		1.25	1
2	2	dentsu X	Car Client	0.56		0.56	1
3	6	Carat	Beacon Lighting	0.53		0.53	2
4	4	Vizeum	Maquarie University	0.48		0.48	4
5	3	Havas Media	Emirates, ASPEN / S-26 Project	0.61	Maquarie University	0.45	2
6	7	Spark Foundry	Marriott Global, Khumo Tyres, 7Travel,VEC	0.37		0.37	4
7	5	Essence	Tigerair	0.25		0.25	1
8	8	MediaCom	Bose	0.10		0.10	1
9=	-	SapientRazorfish	Marriott	0.03		0.03	1
9=	9	Starcom	Pirelli	0.03		0.03	1
11=	11=	OMD		0.00		0.00	0
11=	11=	Blue 449		0.00		0.00	0
11=	11=	PHD		0.00		0.00	0
11=	11=	Bohemia		0.00		0.00	0
11=	11=	Mindshare		0.00		0.00	0
11=	11=	Slingshot		0.00		0.00	0
11=	11=	Initiative		0.00		0.00	0
11=	11=	Publicis Media		0.00		0.00	0
11=	11=	AKA		0.00		0.00	0
20	10	Wavemaker	Business Council of Australia	0.25	Campbell Soup Global	-0.56	1
						3.49	19

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.