

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Feb 2019

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	TerryWhite Chemmart, Australian Defence Force Recruiting, Australia's Department of Defence	2.1		2.1	3
2	2	M&C Saatchi	the Australian Olympic Committee(AOC), Tab	1.5		1.5	2
3	9	Saatchi & Saatchi	Nestlé beverages and foods portfolio	1.0		1.0	1
4	34	Havas Worldwide	IAG	1.0		1.0	1
5	15	McCann WorldGroup	Technology Client, Government Client	0.9		0.9	4
6	-	This is Flow	McVitie's, Hydralyte	0.6		0.6	2
7-	3	10 feet tall	Philips Automotive	0.5		0.5	1
7-	33	The Works	H&R Block	0.5		0.5	1
7-	-	The Idea Shed	Rekorderlig Cider	0.5		0.5	1
7-	-	Clemenger	Australian Government	0.5		0.5	1
7-	-	Reprise	Artline	0.5		0.5	1
12	4	Orchard	Volt Bank, Genesis Project, Oral B (P&G)	0.4		0.4	3
13	8	Ogilvy	Hypermarket Client	0.4		0.4	2
14	5	Publicis	Yellowtail, Great Barrier Reef Project, Tourism and Events Queensland Project	0.4		0.4	4
15	-	Cutwater	Smitten Ice Cream, Mdsave, Just, OneLogin	0.1		0.1	6
16-	6	Leo Burnett	Government Client	0.1		0.1	1
16-	7	Digitas	Visa Project	0.1		0.1	1
18	22	Accenture Interactive	Arla	0.0		0.0	1
19-	-	Merkley+Partners	Performix	0.0		0.0	1
19-	-	Online Circle	Barilla	0.0		0.0	1
						10.5	40



2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Feb 2019

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	Mindshare	Bupa, Ikea, Sanofi	6.2		6.2	19
2	2	Initiative	Fujitsu General Australia, Specsavers, Australia Radio Network (ARN)	1.8		1.8	3
3	3	Zenith	Rio Tinto	0.8		0.8	1
4	8	Cummins&Partners	Jenny Craig	0.8		0.8	2
5	15	This Is Flow	Zeus Street Greek Restaurants, Pladis, Domaine Homes	0.7		0.7	3
6	4	PHD	AFL, Singapore Airlines	0.6		0.6	2
7	5	Carat	The South Australian Government	0.5		0.5	1
8	7	Havas Media	Kayo Sports	0.5		0.5	2
9	6	Wavemaker	The South Australian Government	0.5	Nestle Infant Nutrition	0.5	1
10	12	OMD	Viva Energy (Shell's franchise)	0.2		0.2	1
11	10	MediaCom	Queensland Government	0.6	Australia Radio Network (ARN)	0.1	2
12	13	Spark Foundry	Encore Tissue, Mr Chen's	0.1		0.1	2
13	9	Atomic 212	Charles Darwin University	0.0		0.0	1
14	11	Vizeum		0.0	Rio Tinto	-1.0	0
15	-	iProspect		0.0	Bank Client	-1.4	0
						10.4	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.