



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Jan 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	56	Leo Burnett	Emirates Airlines, Barangaroo precinct, Caroma	4.12		4.12	8
2	2	DDB	McDonalds, National Hearing Care	1.05		1.05	2
3	59	BBDO	Australian Football League (AFL)	1.00		1.00	1
4	22	TBWA	Macquarie University	0.50		0.50	1
5	12	Havas Worldwide	Bio-Oil	0.30		0.30	1
6	60	M&C Saatchi	Jack Daniels	0.30		0.30	1
7	-	Grey Group	Bose	0.20		0.20	1
8	4=	Publicis	Suncorp Project, Tinder Project , American Airlines Project	0.12		0.12	3
9	3	Ogilvy	Squarespace	0.08		0.08	1
10=	1	Isobar		0.00		0.00	0
10=	4=	Dentsu		0.00		0.00	0
10=	6	The Monkeys		0.00		0.00	0
10=	7	McCann WorldGroup		0.00		0.00	0
10=	9	J Walter Thompson		0.00		0.00	0
10=	10	VML		0.00		0.00	0
10=	11	Saatchi & Saatchi		0.00		0.00	0
10=	13	WPP AUNZ		0.00		0.00	0
10=	14	VCCP		0.00		0.00	0
10=	15=	Atomic 212		0.00		0.00	0
10=	15=	Performics		0.00		0.00	0
						5.66	21



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Jan 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	3	Universal McCann	AGL	0.88		0.88	1
2	31	dentsu X	Car Client	0.56		0.56	1
3	5	Havas Media	Emirates, ASPEN / S-26 Project	0.61	Maquarie University	0.45	2
4	15	Vizeum	Maquarie University	0.29		0.29	2
5	29	Essence	Tigerair	0.25		0.25	1
6	4	Carat	IT Client	0.18		0.18	2
7	14	Spark Foundry	Khumo Tyres, 7Travel, Victorian Electoral Commission (VEC)	0.14		0.14	3
8	2	MediaCom	Bose	0.10		0.10	1
9	10	Starcom	Pirelli	0.03		0.03	1
10	9	Wavemaker	Business Council of Australia	0.25	Tigerair	0.01	1
11-	1	OMD		0.00		0.00	0
11-	6	Blue 449		0.00		0.00	0
11-	7	PHD		0.00		0.00	0
11-	8	Bohemia		0.00		0.00	0
11-	11	Mindshare		0.00		0.00	0
11-	12	Slingshot		0.00		0.00	0
11-	13	Initiative		0.00		0.00	0
11-	16	Publicis Media		0.00		0.00	0
11-	17	AKA		0.00		0.00	0
11-	18	HM		0.00		0.00	0
						2.88	15

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.