



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / July 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	Craveable Brands, Austereo Project, Emirates Airlines, Caroma	10.62		10.62	15
2	2	Ogilvy	Squarespace, Telecom Client	7.38		7.38	7
3	3	Saatchi & Saatchi	Didi, Football Fed Australia, Fiji Tourism, Campbell Arnotts	4.22	Automobile Client	3.62	9
4	18	Y&R	Thrifty Car Rental	6.36	Emirates Airlines	3.36	15
5	4	VML	Lion(Digital & Technology), Pfizer	3.22		3.22	4
6	8	TBWA	PepsiCo beverages, Macquarie University, SA Tourism, Amazon	7.00	Foxtel	3.20	6
7	6	MullenLowe Group	Crust Pizza, Edgewell	3.50	Macquarie University	3.00	2
8	7	Publicis	Department of Transport and Main Roads Project, Foxtel Project, Mondelez (Gum) Project	2.79		2.79	8
9	9	72andSunny	Optus	2.10		2.10	2
10	10	Dentsu	Manufacture Client	1.85		1.85	10
11	11	Digitas	Samsung Project, Betfair Project, Europcar Project, The Star Project	1.79		1.79	18
12	12	ThinkerBell	Vegemite, Our Watch, Sukin	1.70		1.70	3
13	13	R/GA	National Rugby League, Wine Australia	1.50		1.50	2
14	19	McCann WorldGroup	Headspace Project	1.44		1.44	8
15-	14=	CHE Proximity	RACV	1.00		1.00	1
15-	14=	Ikon	Avis Budget	1.00		1.00	1
15-	14=	Marcel	Powershop	1.00		1.00	2
15-	14=	M&C Saatchi	Plush, Jack Daniels	1.00		1.00	2
19	5	DDB	McDonalds, National Hearing Care, Foxtel Brand and Retail	3.05	Samsung Electronics visual display	0.75	3
20	28	Spinach		0.70		0.70	2
<b>The Zoo Republic</b>						<b>47.82</b>	<b>153</b>



## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / July 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	13.75		13.75	5
2	2	M2M	Hyundai	5.18		5.18	2
3	4	Starcom	P&G, Pirelli, Football Fed Australia	3.23		3.23	3
4	3	Carat	Gov of West Australia, Bundaberg Brewed Drinks, Hepatitis VIC	4.53	Mondelez	2.13	14
5	9	Havas Media	Tony Bianco Digital, Perfetti van Melle Porject, SunRise	1.99	ARLO	1.78	13
6	6	Spark Foundry	Campbell Arnott's, Khumo Tyres, 7Travel, VEC, Lenovo Global	1.17		1.17	6
7	7	Bohemia	Western Sydney University, Racing Victoria, Plush	1.10		1.10	3
8	8	PHD	HSBC	1.00	Clothing Client	0.97	1
9	19	Mindshare	Mondelez, Deliveroo	1.88	HSBC	0.88	2
10	10	Zenith	Northern Territory Tourism Board (Performics), Didi	0.54		0.54	2
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=	Consumedia	Maurice Blackburn	0.15		0.15	1
14-	14=	Kaimera	Knight Frank	0.15		0.15	1
16	16	Spinach	Queen Victoria Market	0.10		0.10	1
17	17	Vizeum	Maquarie University	0.58	Racing Victoria	0.08	6
18	22	MediaCom	Mars Buying, Shell, Bose	3.53	Football Fed Australia	0.07	5
19	18	SapientRazorfish	Marriott	0.03		0.03	1
20	5	OMD	Ubet AOR , Telstra's Belong, Upside	3.58	Mars Buying	-0.55	4
						<b>18.55</b>	<b>86</b>

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.