



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / June 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	2	Leo Burnett	Craveable Brands, Austereo Project, Emirates Airlines, Caroma	8.32		8.32	14
2	1	Ogilvy	Squarespace, Telecom Client	7.38		7.38	7
3	4	Saatchi & Saatchi	Didi, Football Fed Australia, Fiji Tourism, Campbell Arnotts	4.22		4.22	9
4	7	VML	Lion(Digital & Technology), Pfizer	3.22		3.22	4
5	14	DDB	McDonalds, National Hearing Care, Foxtel Brand and Retail	3.05		3.05	3
6	5	MullenLowe Group	Crust Pizza, Edgewell	3.50	Macquarie University	3.00	2
7	6	Publicis	Department of Transport and Main Roads Project, Foxtel Project, Mondelez (Gum) Project	2.79		2.79	8
8	3	TBWA	PepsiCo beverages, Macquarie University, SA Tourism, Amazon	6.50	Foxtel	2.70	5
9	8	72andSunny	Optus	2.00		2.00	1
10	11	Dentsu	Manufacture Client	1.85		1.85	10
11	9	Digitas	Samsung Project, Betfair Project, Europcar Project, The Star Project	1.79		1.79	18
12	10	ThinkerBell	Vegemite, Our Watch, Sukin	1.70		1.70	3
13	12	R/GA	National Rugby League, Wine Australia	1.50		1.50	2
14=	15=	CHE Proximity	RACV	1.00		1.00	1
14=	15=	Ikon	Avis Budget	1.00		1.00	1
14=	23	Marcel	Powershop	1.00		1.00	2
14=	26	M&C Saatchi	Plush, Jack Daniels	1.00		1.00	2
18	17	Y&R	Thrifty Car Rental	3.96	Emirates Airlines	0.96	11
19	18	McCann WorldGroup	Headspace Project	0.65		0.65	3
20	19=	The Zoo Republic	Canon B2B	0.50		0.50	1
						44.86	138

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / June 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	10.75		10.75	3
2	2	M2M	Hyundai	5.18		5.18	2
3	3	Carat	Gov of West Australia, Bundaberg Brewed Drinks, Hepatitis VIC	5.68	adidas Global Buying	4.78	15
4	11	Starcom	P&G, Pirelli, Football Fed Australia	3.23		3.23	3
5	4	OMD	Telstra's Belong, Upside, Mazda (Mazda 2 and CX#)	3.58	Gov of West Australia	1.95	4
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	5	PHD	HSBC	1.00	Clothing Client	0.97	1
9	8	Havas Media	Seafolly, Perfetti Van Mele, Sun Rice Project, Tony Bianco Project	0.99	Maquarie University	0.83	7
10	9	Zenith	Didi	0.50		0.50	1
11-	-	This Is Flow	Cruiseco	0.25		0.25	1
11-	10	Essence	Tigerair	0.25		0.25	1
13	-	Affinity	De'Longhi	0.20		0.20	1
14-	12=	Consumedia	Maurice Blackburn	0.15		0.15	1
14-	12=	Kaimera	Knight Frank	0.15		0.15	1
16	-	Spinach	Queen Victoria Market	0.10		0.10	1
17	14	Vizeum	Maquarie University	0.58	Racing Victoria	0.08	6
18	15	SapientRazorfish	Marriott	0.03		0.03	1
19	17	Mindshare	Deliveroo	0.38	HSBC	-0.63	1
20	19	Blue 449	Australian Super	0.40	Telstra's Belong	-1.35	1
						15.28	74

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.