

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Mar 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	7=	Saatchi & Saatchi	Fiji Tourism, Campbell Arnotts	2.10		2.10	3
3	17	VML	Lion, Pfizer	2.02		2.02	2
4	2	72andSunny	Optus	2.00		2.00	1
5	3	ThinkerBell	Vegemite, Our Watch, Sukin	1.70		1.70	3
6	5	R/GA	National Rugby League, Wine Australia	1.50		1.50	2
7	4	DDB	McDonalds, National Hearing Care	1.05		1.05	2
8	-	CHE Proximity	RACV	1.00		1.00	1
9	7=	Havas Worldwide	Bio-Oil, The Department of Industry, Innovation & Science	0.90		0.90	3
10	13	Ogilvy	Squarespace	0.78		0.78	3
11	-	Digitas	Government Client	0.75		0.75	9
12=	9=	TBWA	Macquarie University	0.50		0.50	1
12=	9=	The Zoo Republic	Canon B2B	0.50		0.50	1
12=	9=	Murmur	Podravka	0.50		0.50	1
15	16	Publicis	Suncorp Project, Tinder Project , CrossRiver Rail Project	0.46		0.46	5
16	12	BBDO	Australian Football League	1.00	Campbell Soup	0.40	1
17	14	M&C Saatchi	Jack Daniels	0.30		0.30	1
18	79	Prodigious	Macquarie University Project, Nestle Project, Rio Tinto Project	0.22		0.22	3
19	15	Grey Group	Bose	0.20		0.20	1
20	-	Healthcare	Rabble Project	0.13		0.13	1
						19.41	61



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, Australian Fed Gov	7.96		7.96	2
2	6	Spark Foundry	Campbell Arnott's, Khumo Tyres, 7Travel,VEC	0.77		0.77	5
3	5	Havas Media	Emirates, ASPEN / S-26 Project, Red Bull Flugtag Project	0.71	Maquarie University	0.55	3
4	3	Carat	Beacon Lighting	0.53		0.53	2
5	4	Vizeum	Maquarie University	0.48		0.48	4
6	11=	Mindshare	Deliveroo	0.38		0.38	1
7	7	Essence	Tigerair	0.25		0.25	1
8=	-	Consumedia	Maurice Blackburn	0.15		0.15	1
8=	-	Kaimera	Knight Frank	0.15		0.15	1
10	8	MediaCom	Bose	0.10		0.10	1
11	9=	SapientRazorfish	Marriott	0.03		0.03	1
12	9=	Starcom	Pirelli	0.03		0.03	1
13=	11=	Blue 449		0.00		0.00	0
13=	11=	PHD		0.00		0.00	0
13=	11=	Bohemia		0.00		0.00	0
13=	11=	Slingshot		0.00		0.00	0
13=	11=	Initiative		0.00		0.00	0
18	11=	OMD	Upside	0.28	Beacon Lighting	-0.22	1
19	20	Wavemaker	Business Council of Australia	0.25	Campbell Soup Global	-0.66	1
20	2	dentsu X	Car Client	0.56	Australian Fed Gov	-6.15	1
						4.34	26

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.