



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / May 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	15	Ogilvy	Squarespace, Telecom Client	7.38		7.38	7
2	1	Leo Burnett	Austereo Project, Emirates Airlines, Caroma	6.52		6.52	13
3	2	TBWA	PepsiCo beverages, Macquarie University, SA Tourism, Amazon	6.50	Foxtel	4.70	5
4	3	Saatchi & Saatchi	Didi, Football Fed Australia, Fiji Tourism, Campbell Arnotts	4.22		4.22	9
5	16=	MullenLowe Group	Crust Pizza, Edgewell	3.50	Macquarie University	3.00	2
6	20	Publicis	Department of Transport and Main Roads Project, Foxtel Project, Mondelez (Gum) Project	2.79		2.79	8
7	4	VML	Lion, Pfizer	2.02		2.02	2
8	5	72andSunny	Optus	2.00		2.00	1
9	8	Digitas	Samsung Project, Betfair Project, Europcar Project, The Star Project	1.79		1.79	18
10	6	ThinkerBell	Vegemite, Our Watch, Sukin	1.70		1.70	3
11	10	Dentsu	Manufacture Client	1.55		1.55	8
12	7	R/GA	National Rugby League, Wine Australia	1.50		1.50	2
13	9	Havas Worldwide	Chatime, Bio-Oil, The Department of Industry, Innovation & Science	1.30		1.30	4
14	11	DDB	McDonalds, National Hearing Care	1.05		1.05	2
15=	12=	CHE Proximity	RACV	1.00		1.00	1
15=	12=	Ikon	Avis Budget	1.00		1.00	1
17	27	Y&R	Thrifty Car Rental	3.78	Emirates Airlines	0.78	9
18	23	McCann WorldGroup	Headspace Project	0.55		0.55	2
19=	16=	The Zoo Republic	Canon B2B	0.50		0.50	1
19=	16=	Murmur	Podravka	0.50		0.50	1
						43.44	125



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / May 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	AGL, Australian Fed Gov	9.25		9.25	2
2	4	M2M	Hyundai	5.18		5.18	2
3	3	Carat	Beacon Lighting, Gov of West Australia	4.44	Australian Super (Offline)	4.04	11
4	2	OMD	Telstra's Belong, Upside, Mazda (Mazda 2 and CX#)	3.58	Gov of West Australia	1.95	4
5	5	PHD	HSBC	1.00	Clothing Client	0.97	1
6	6	Spark Foundry	Campbell Arnott's, Khumo Tyres, 7Travel, VEC	0.77		0.77	5
7	10=	Bohemia	Western Sydney University, Racing Victoria	0.75		0.75	2
8	7	Havas Media	Perfetti Van Mele, Sun Rice Project, Tony Bianco Project	0.89	Maquarie University	0.73	6
9	8	Zenith	Didi	0.50		0.50	1
10	10=	Essence	Tigerair	0.25		0.25	1
11	15=	Starcom	Pirelli, Football Fed Australia	0.23		0.23	2
12=	12=	Consumedia	Maurice Blackburn	0.15		0.15	1
12=	12=	Kaimera	Knight Frank	0.15		0.15	1
14	9	Vizeum	Maquarie University	0.56	Racing Victoria	0.06	5
15	15=	SapientRazorfish	Marriott	0.03		0.03	1
16	14	MediaCom	Bose	0.10	Football Fed Australia	-0.10	1
17	17	Mindshare	Deliveroo	0.38	HSBC	-0.63	1
18	18	Wavemaker	Business Council of Australia	0.25	Campbell Soup Global	-0.66	1
19	19	Blue 449	Australian Super	0.65	Telstra's Belong	-1.10	2
20	20	Initiative	Gov of West Australia, Qatar Airways, ACTU Project	1.87	Hyundai	-3.35	7
						12.98	59

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.