



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Nov 2017

| 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 | Isobar | Finance Client | 15.07 | | 15.07 | 41 |
| 2 | 3 | DDB | Freedom Furniture, National Hearing Care, Indeed | 14.61 | | 14.61 | 25 |
| 3 | 2 | Ogilvy | Ipsen Project, Tabcorp Project, Transport for NSW Project | 10.28 | | 10.28 | 30 |
| 4 | 7= | Dentsu | Yerin Aboriginal Health Services | 6.06 | | 6.06 | 31 |
| 5 | 6 | Y&R | Internet Client | 6.28 | Suncorp Bank | 5.28 | 24 |
| 6 | 4 | McCann WorldGroup | Eset Project, WorkSafe Victoria, Beko Project | 5.07 | | 5.07 | 24 |
| 7 | 5 | The Monkeys | Australia Post, NRMA, Insurance Australia, Holden SUV | 5.00 | | 5.00 | 7 |
| 8 | 10 | Publicis | Queensland Health Project, Battery World Project, Luxottica | 4.78 | | 4.78 | 19 |
| 9 | 7= | J Walter Thompson | John West, Subway, Murdoch University, Vodafone | 4.75 | | 4.75 | 5 |
| 10 | 9 | VML | Property Group, Bridgestone, NSW Government Responsible Gambling | 4.68 | | 4.68 | 7 |
| 11 | 12 | Saatchi & Saatchi | Victorian Electoral Commission, Nestle ProPlan Project, Border Security Project, | 3.57 | | 3.57 | 11 |
| 12 | 11 | Havas Worldwide | Department of Industry(Digital), HMD Global(Social&Digital) | 2.20 | | 2.20 | 5 |
| 13 | - | WPP AUNZ | BankWest | 2.00 | | 2.00 | 1 |
| 14 | 32 | VCCP | OPSM, Torrens University | 1.50 | | 1.50 | 3 |
| 15= | 13= | Atomic 212 | Lendlease, BHP, SAI Global, Nespresso Project | 1.40 | | 1.40 | 4 |
| 15= | 13= | Performics | Sensis White Pages, Freedom Furniture, True Alliance | 1.40 | | 1.40 | 4 |
| 17 | 15 | Cummins & Partners | Kraft Heinz, McCain's, CSR Sugar, HBF | 2.50 | John West | 1.30 | 4 |
| 18= | 16= | Columbus | The Coffee Club Digital, AON Digital, HIA Insurance Services Digital | 1.20 | | 1.20 | 3 |
| 18= | 16= | King Content | Australian Catholic University (content), MMG (content), Curtin University (content) | 1.20 | | 1.20 | 4 |
| 20 | 18 | RARE | Cash Converters | 1.00 | | 1.00 | 1 |
| | | | | | | 94.31 | 311 |

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Nov 2017

| 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 | MediaCom | Govt of Victoria, BRP's Sea-Do, PSA Group Global | 6.30 | Pizza Hut | 6.00 | 9 |
| 2 | 3 | Universal McCann | Lego, Coach, NSW Government, ING | 6.37 | McDonald's QLD / NT | 5.30 | 5 |
| 3 | 4 | OMD | Qantas, Chisholm Institute (Buying), NSW Government, Merisant, Simplot Foods | 6.71 | Bel Groupe | 5.28 | 19 |
| 4 | 2 | Carat | Pandora Music | 5.72 | Sanitarium(Planning) | 4.52 | 56 |
| 5 | 5 | Havas Media | Chatime, NSW Government, World Vision, Bioconnected.com.au | 3.59 | | 3.59 | 18 |
| 6 | 6 | Blue 449 | Priscilla Queen of the Desert, Royal Caribbean Cruises, Pernod Ricard | 2.55 | | 2.55 | 6 |
| 7 | 7 | PHD | AB InBev, PepsiCo, Cosmax, HP(digital) | 2.42 | Unilever Communications Planning | 1.97 | 4 |
| 8 | 8 | Bohemia | Schneider Electric, Steinhoff, Michael Hill, Paula's Choice | 2.20 | Pandora Music | 1.95 | 5 |
| 9 | 9 | MEC | NSW Government, Stylerunner, Australian Restaurant Concepts, YBI | 2.33 | Michelin Global | 1.60 | 10 |
| 10 | 10 | Starcom | Snooze (Steinhoff / Pepkor), Dropbox, Kraft Heinz APAC, Ego Pharmaceuticals | 2.62 | Treasury Wine Estates | 1.50 | 5 |
| 11 | 11= | Mindshare | Unilever Communications Planning, IBM, Treasury Wine Estates | 1.49 | | 1.49 | 4 |
| 12 | 16 | Slingshot | Sanitarium Planning, Australian Pork, Sugar Australia | 1.30 | | 1.30 | 5 |
| 13 | 15 | Initiative | Jemena, PEET, LiveLighter Project, Murdoch University, Pizza Hut | 2.64 | Kia Motors | 1.15 | 9 |
| 14 | 13 | Spark Foundry | Ten Digital, Bel Groupe | 1.05 | | 1.05 | 3 |
| 15 | 11= | Vizeum | Real Estate Client | 1.74 | Pernod Ricard | 1.04 | 10 |
| 16 | 14 | Publicis Media | Microsoft digital media | 0.75 | | 0.75 | 1 |
| 17 | 17 | AKA | The Australian Ballet, National Gallery of Victoria, | 0.50 | | 0.50 | 2 |
| 18 | 18 | HM | COTY Brands, Silversea Cruises, Log Me In | 0.40 | | 0.40 | 5 |
| 19 | 19 | BCM | Beko, Energy Super | 0.35 | | 0.35 | 2 |
| 20 | 20 | QMS Media | The Canberra Airport | 0.25 | | 0.25 | 1 |
| | | | | | | 39.72 | 196 |

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.