

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Nov 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	3	VMLY&R	Amart, Best&Less, TerryWhite Chemmart, Australian Unity	17.83	Emirates Airlines	14.83	33
2	1	Leo Burnett	City of Melbourne, Craveable Brands, Austereo Project	11.24		11.24	17
3	2	Ogilvy	Squarespace, Telecom Client	7.98		7.98	9
4	4	Saatchi & Saatchi	Origin Project, Cathay Pacific, Kraft Project, Didi	6.42		5.82	14
5	5=	MullenLowe Group	Crust Pizza, Edgewell	3.50	Macquarie University	3.00	2
6	7	Publicis	Griffith University - Digital Course Finder Project, Brisbane City Council - Digital Parking Planner Project, Department of Transport and Main Roads Project, Foxtel Project	2.96		2.96	10
7	10	J Walter Thompson	Asahi Project, Adairs Project, Midea Washing Machine, Dupont-Coteva	7.86	Vegemite	2.86	43
8	5=	BBDO	Ford, Australian Football League, Menulog, DJI Global	5.60	Tourism Australia	2.82	4
9	8	TBWA	PepsiCo beverages, Macquarie University, SA Tourism, Amazon	7.00	Oroton	2.70	6
10	15=	R/GA	Jimmy Brings, National Rugby League, Wine Australia	2.50		2.50	3
11	9	Digitas	Samsung Project, Betfair Project, Europcar Project, The Star Project	2.39		2.39	19
12	12	McCann WorldGroup	Headspace Project	2.44	Cathay Pacific	2.14	13
13=	11	72andSunny	Optus	2.10		2.10	2
13=	14	ThinkerBell	Bega, Vegemite, Our Watch, Sukin	2.10		2.10	4
15	13	Dentsu	Manufacture Client	1.85		1.85	10
16	15=	CHE Proximity	AGL Energy, RACV	1.50		1.50	2
17	17	The Royals	Grill'd, Athena, Australian Super	1.32		1.32	5
18	18=	M&C Saatchi	Tourism Australia, Plush, Jack Daniels	1.18		1.18	3
19=	18=	Ikon	Avis Budget	1.00		1.00	1
19=	18=	Marcel	Powershop	1.00		1.00	2
						76.93	276

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Nov 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	14.55	Cathay Pacific	14.30	6
2	2	Starcom	Snooze, OpenCorp, P&G, Pirelli, Football Fed Australia	4.23		4.23	5
3	3	Havas Media	Kia Motors Digital AOR, Orotan, Tony Bianco Digital, Perfetti van Melle Porject	4.28		4.12	34
4	7	OMD	Shell, Clorox, Dimmi, Suncorp	9.21	Luxottica	3.88	13
5	4	Carat	ALP Victoria, Australian Digital Health Agency, Auto-I.T. Australia Pty Ltd, Gov of West Australia	5.23	Lottery West	2.83	27
6	9	Zenith	Luxottica, Lactalis, GSK, Northern Territory Tourism Board (Performics)	2.87	Heineken	2.37	5
7	6	Initiative	Lottery West, Officeworks, Gov of West Australia, Under Armour, Qatar Airways	4.85	Hyundai	2.27	13
8	8	Spark Foundry	Saputo (Murray Goulburn), Campbell Arnott's, Khumo Tyres, 7Travel, VEC	1.67		1.67	7
9	23	Wavemaker	Mitsubishi Motors, YouFoodz, Business Council of Australia	4.04	Campbell Soup Global	1.60	7
10	10	Bohemia	Western Sydney University, Racing Victoria, Plush	1.10		1.10	3
11-	12	This Is Flow	Cruiseco	0.25		0.25	1
11-	13	Essence	Tigerair	0.25		0.25	1
13	14	Affinity	De'Longhi	0.20		0.20	1
14	15	MediaCom	Hilton Hotels & Resorts, Mars Buying, Shell, Bose	3.63	Football Fed Australia	0.18	6
15-	16=	Consumedia	Maurice Blackburn	0.15		0.15	1
15-	16=	Kaimera	Knight Frank	0.15		0.15	1
17	18	Spinach	Queen Victoria Market	0.10		0.10	1
18	19	SapientRazorfish	Marriott	0.03		0.03	1
19	5	M2M		0.00		0.00	0
20	11	Mindshare	Mondelez, Deliveroo	1.98	Orotan	-0.07	3
						30.24	154

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.