

## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Oct 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	2	Ogilvy	Ipsen Project, Tabcorp Project, Transport for NSW Project	9.98		9.98	29
3	3	DDB	MuscleBlaze, Tourism Australia Project, Buzz Brand, Virgin Australia	8.61		8.61	17
4	8	McCann WorldGroup	Eset Project, WorkSafe Victoria, Beko Project	5.07		5.07	24
5	4	The Monkeys	Australia Post, NRMA, Insurance Australia, Holden SUV	5.00		5.00	7
6	9	Y&R	Internet Client	5.84	Suncorp Bank	4.84	22
7=	7	J Walter Thompson	John West, Subway, Murdoch University, Vodafone	4.75		4.75	5
7=	6	Dentsu	Yerin Aboriginal Health Services	4.75		4.75	28
9	5	VML	Property Group, Bridgestone, NSW Government Responsible Gambling	4.68		4.68	7
10	10	Publicis	Battery World Project, L'Oreal Digital Project, Luxottica	3.57		3.57	16
11	-	Havas Worldwide	Department of Industry(Digital), HMD Global(Social&Digital)	2.20		2.20	5
12	12	Saatchi & Saatchi	Nestle ProPlan Project, Border Security Project,	2.19		2.19	8
13=	13=	Atomic 212	Lendlease, BHP, SAI Global, Nespresso Project	1.40		1.40	4
13=	13=	Performics	Sensis White Pages, Freedom Furniture, True Alliance	1.40		1.40	4
15	11	Cummins & Partners	Kraft Heinz, McCain's, CSR Sugar, HBF	2.50	John West	1.30	4
16=	15=	Columbus	The Coffee Club Digital, AON Digital, HIA Insurance Services Digital	1.20		1.20	3
16=	15=	King Content	Australian Catholic University (content), MMG (content), Curtin University (content)	1.20		1.20	4
18	17=	RARE	Cash Converters	1.00		1.00	1
19	18	We are Social	Weight Watchers Social	0.90		0.90	3
20	43	TBWA	Austr Turf Club	1.29		0.79	4
						85.26	287

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Oct 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, Uber	6.28	Pizza Hut	5.98	8
2	5	Carat	Pandora Music	5.56	Ten Digital	5.21	52
3	2	Universal McCann	Coach, NSW Government, ING	5.87	McDonald's QLD / NT	4.80	4
4	4	OMD	NSW Government, Merisant, Simplot Foods, KWP Advertising Agency	5.68	Bel Groupe	4.26	17
5	3	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		2.42	4
8	8	Bohemia	Schneider Electric, Steinhoff, Michael Hill, Paula's Choice	2.20	Pandora Music	1.95	5
9	9	Wavemaker	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	IBM, Treasury Wine Estates	1.04		1.04	3
11=	24	Vizeum	Real Estate Client	1.74	Pernod Ricard	1.04	10
13	12	Spark Foundry	Ten Digital, Bel Groupe	0.85		0.85	2
14	13	Publicis Media	Microsoft digital media	0.75		0.75	1
15	29	Initiative	PEET, LiveLighter Project, Murdoch University, Pizza Hut	2.15	Kia Motors	0.66	6
16	14	Slingshot	Australian Pork, Sugar Australia, Guardian Early Learning Group	0.60		0.60	4
17	15	AKA	The Australian Ballet, National Gallery of Victoria,	0.50		0.50	2
18	16	HM	COTY Brands, Silversea Cruises, Log Me In	0.40		0.40	5
19	17	BCM	Beko, Energy Super	0.35		0.35	2
20	18=	QMS Media	The Canberra Airport	0.25		0.25	1
						<b>38.05</b>	<b>180</b>

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.