

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Oct 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	City of Melbourne, Craveable Brands, Austereo Project	11.12		11.12	16
2	2	Ogilvy	Squarespace, Telecom Client	7.98		7.98	9
3	3	VMLY&R	Australian Unity, Thrifty Car Rental, Ignition Wealth, Newell, Delos, Lion(Digital & Technology)	10.73	Emirates Airlines	7.73	23
4	4	Saatchi & Saatchi	Cathay Pacific, Kraft Project, Didi, Football Fed Australia	6.37		5.77	13
5=	5=	MullenLowe Group	Crust Pizza, Edgewell	3.50	Macquarie University	3.00	2
5=	5=	BBD0	Ford, Australian Football League, Menulog, DJI Global	5.60	Campbell Soup	3.00	4
7	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
8	8	TBWA	PepsiCo beverages, Macquarie University, SA Tourism, Amazon	7.00	Oroton	2.70	6
9	13	Digitas	Samsung Project, Betfair Project, Europcar Project, The Star Project	2.39		2.39	19
10	12	J Walter Thompson	Dupont-Coteva, Edgewell, MeadJohnson, Baby Bunting, Swisse	7.29	Vegemite	2.29	23
11	9	72andSunny	Optus	2.10		2.10	2
12	10	McCann WorldGroup	Headspace Project	2.24	Cathay Pacific	1.94	12
13	11	Dentsu	Manufacture Client	1.85		1.85	10
14	14	ThinkerBell	Vegemite, Our Watch, Sukin	1.70		1.70	3
15=	15=	R/GA	National Rugby League, Wine Australia	1.50		1.50	2
15=	15=	CHE Proximity	AGL Energy, RACV	1.50		1.50	2
17	25	The Royals	Grill'd, Athena, Australian Super	1.32		1.32	5
18=	17=	Ikon	Avis Budget	1.00		1.00	1
18=	17=	Marcel	Powershop	1.00		1.00	2
18=	17=	M&C Saatchi	Plush, Jack Daniels	1.00		1.00	2
						67.49	230

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Oct 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	13.75	Cathay Pacific	13.50	5
2	3	Starcom	Snooze, OpenCorp, P&G, Pirelli, Football Fed Australia	4.23		4.23	5
3	2	Havas Media	Kia Motors Digital AOR, Oroton, Tony Bianco Digital, Perfetti van Melle Porject	4.03		3.87	33
4	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
5	5	M2M	Hyundai	2.55		2.55	1
6	6	Initiative	Lottery West, Officeworks, Gov of West Australia, Under Armour, Qatar Airways	4.92	Hyundai	2.33	12
7	21	OMD	Suncorp, Journey Beyond, Daimler, Ubet AOR , Telstra's Belong	6.51	Mars Buying	1.70	10
8	8	Spark Foundry	Saputo (Murray Goulburn), Campbell Arnott's, Khumo Tyres, 7Travel.VEC	1.67		1.67	7
9	7	Zenith	GSK, Northern Territory Tourism Board (Performics), Didi	1.94	Heineken	1.44	3
10	9	Bohemia	Western Sydney University, Racing Victoria, Plush	1.10		1.10	3
11	10	Mindshare	Mondelez, Deliveroo	1.88	Oroton	0.39	2
12	11=	This Is Flow	Cruiseco	0.25		0.25	1
13	11=	Essence	Tigerair	0.25		0.25	1
14	13	Affinity	De'Longhi	0.20		0.20	1
15	14	MediaCom	Hilton Hotels & Resorts, Mars Buying, Shell, Bose	3.63	Football Fed Australia	0.18	6
16=	15=	Consumedia	Maurice Blackburn	0.15		0.15	1
16=	15=	Kaimera	Knight Frank	0.15		0.15	1
18	17	Spinach	Queen Victoria Market	0.10		0.10	1
19	18	SapientRazorfish	Marriott	0.03		0.03	1
20	19	Vizeum	Maquarie University	0.62	Huawei	-0.38	7
						26.09	144

### 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.