



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Sep 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	14.99		14.99	38
2	2	Ogilvy	Squarespace, NSW Parks and Wildlife Services, Mondelez Cadbury, KFC Project	9.30		9.30	26
3	3	DDB	Tourism Australia Project, Buzz Brand, Virgin Australia	8.11		8.11	16
4	6	The Monkeys	Australia Post, NRMA, Insurance Australia, Holden SUV	5.00		5.00	7
5	4	VML	Property Group, Bridgestone, NSW Government Responsible Gambling	4.68		4.68	7
6	11	Dentsu	Yerin Aboriginal Health Services	4.38		4.38	27
7	5	J Walter Thompson	Subway, Murdoch University, Vodafone	4.25		4.25	4
8	7	McCann WorldGroup	Eset Project, WorkSafe Victoria, Beko Project	3.93		3.93	16
9	8	Y&R	Internet Client	4.59	Suncorp Bank	3.59	19
10	9	Publicis	Luxottica, Suncorp Digital Project, One World Project	2.40		2.40	11
11	14	Cummins & Partners	Kraft Heinz, McCain's, CSR Sugar, HBF	2.50	Betfair	2.30	4
12	10	Saatchi & Saatchi	Nestle ProPlan Project, Border Security Project,	2.19		2.19	8
13=	12=	Atomic 212	Lendlease, BHP, SAI Global, Nespresso Project	1.40		1.40	4
13=	12=	Performics	Sensis White Pages, Freedom Furniture, True Alliance	1.40		1.40	4
15=	-	Columbus	The Coffee Club Digital, AON Digital, HIA Insurance Services Digital	1.20		1.20	3
15=	15	King Content	Australian Catholic University (content), MMG (content), Curtin University (content)	1.20		1.20	4
17=	16	RARE	Cash Converters	1.00		1.00	1
18	28	We are Social	Weight Watchers Social	0.90		0.90	3
19=	17=	DMG	Art Gallery of NSW Project	0.50		0.50	1
19=	21	FleishmanHillard	Carnival Corp	0.50		0.50	1
						<b>75.77</b>	<b>249</b>

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Sep 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	28	Universal McCann	Coach, NSW Government, ING	5.72	McDonald's QLD / NT	4.65	4
3	4	Havas Media	NSW Government, World Vision, Bioconnected.com.au, Huddle.com.au	3.59		3.59	17
4	5	OMD	Simplot Foods, KWP Advertising Agency, Varidesk	4.87	Bel Groupe	3.45	15
5	2	Carat	Pandora Music	3.69	Ten Digital	3.34	47
6	3	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	6	Bohemia	Schneider Electric, Steinhoff, Michael Hill, Paula's Choice	2.20	Pandora Music	1.95	5
9	26	Wavemaker	NSW Government, Stylerunner, Australian Restaurant Concepts, YBI	2.33	Michelin Global	1.60	10
10	7=	Starcom	Snooze (Steinhoff / Pepkor), Dropbox, Kraft Heinz APAC, Ego Pharmaceuticals	2.62	Treasury Wine Estates	1.50	5
11	13	Mindshare	IBM, Treasury Wine Estates	1.04		1.04	3
12	9	Spark Foundry	Ten Digital, Bel Groupe	0.85		0.85	2
13	10	Publicis Media	Microsoft digital media	0.75		0.75	1
14	11	Slingshot	Australian Pork, Sugar Australia, Guardian Early Learning Group	0.60		0.60	4
15	12	AKA	The Australian Ballet, National Gallery of Victoria,	0.50		0.50	2
16	14	HM	COTY Brands, Silversea Cruises, Log Me In	0.40		0.40	5
17	15	BCM	Beko, Energy Super	0.35		0.35	2
18=	17=	QMS Media	The Canberra Airport	0.25		0.25	1
18=	17=	Bauer Media	Aussie Bodies	0.25		0.25	1
20	19	oOh!media	SA Government OOH Project	0.20		0.20	1
						<b>32.46</b>	<b>169</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.