

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Sep 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	4\5	VMLY&R	Australian Unity, Thrifty Car Rental, Ignition Wealth, Newell, Delos, Lion(Digital & Technology)	10.73	Emirates Airlines	7.73	23
4	3	Saatchi & Saatchi	Cathay Pacific, Kraft Project, Didi, Football Fed Australia	6.37		5.77	13
5=	7	MullenLowe Group	Crust Pizza, Edgewell	3.50	Macquarie University	3.00	2
5=	35	BBD0	Ford, Australian Football League, Menulog, DJI Global	5.60	Campbell Soup	3.00	4
7	8	Publicis	Griffith University - Digital Course Finder Project, Brisbane City Council - Digital Parking Planner Project,	2.96		2.96	10
8	6	TBWA	PepsiCo beverages, Macquarie University, SA Tourism, Amazon	7.00	Oroton	2.70	6
9	9	72andSunny	Optus	2.10		2.10	2
10	16	McCann WorldGroup	Headspace Project	2.24	Cathay Pacific	1.94	12
11	10	Dentsu	Manufacture Client	1.85		1.85	10
12	13	J Walter Thompson	Baby Bunting, Swisse, Debenhams, MSD Animal Health, Godfey's/Hoover	6.80	Vegemite	1.80	14
13	11	Digitas	Samsung Project, Betfair Project, Europcar Project, The Star Project	1.79		1.79	18
14	12	ThinkerBell	Vegemite, Our Watch, Sukin	1.70		1.70	3
15=	14=	R/GA	National Rugby League, Wine Australia	1.50		1.50	2
15=	14=	CHE Proximity	AGL Energy, RACV	1.50		1.50	2
17=	17=	Ikon	Avis Budget	1.00		1.00	1
17=	17=	Marcel	Powershop	1.00		1.00	2
17=	17=	M&C Saatchi	Plush, Jack Daniels	1.00		1.00	2
17=	17=	WITH Collective	Petbarn	1.00		1.00	2
						64.39	212

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Sep 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	5	Havas Media	Kia Motors Digital AOR, Orotan, Tony Bianco Digital, Perfetti van Melle Porject	3.94		3.78	32
3	2	Starcom	Snooze, P&G, Pirelli, Football Fed Australia	3.43		3.43	4
4	4	Carat	ALP Victoria, Australian Digital Health Agency, Auto-I.T. Australia Pty Ltd, Gov of West Australia	5.23	Mondelez	2.83	27
5	3	M2M	Hyundai	2.55		2.55	1
6	11	Initiative	Officeworks, Gov of West Australia, Under Armour, Qatar Airways	4.42	Hyundai	1.83	10
7	10	Zenith	GSK, Northern Territory Tourism Board (Performics), Didi	1.94	Heineken	1.44	3
8	6	Spark Foundry	Campbell Arnott's, Khumo Tyres, 7Travel, VEC, Lenovo Global	1.17		1.17	6
9	7	Bohemia	Western Sydney University, Racing Victoria, Plush	1.10		1.10	3
10	9	Mindshare	Mondelez, Deliveroo	1.88	Orotan	0.39	2
11-	12=	This Is Flow	Cruiseco	0.25		0.25	1
11-	12=	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	20	SapientRazorfish	Marriott	0.03		0.03	1
19	19	Vizeum	Maquarie University	0.62	Huawei	-0.38	7
20	8	PHD	HSBC	1.00	GSK	-0.73	1
						21.52	132

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.