

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Nov 2015

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	Y&R	Tatts Group Project, MAV, ME Bank, SABMiller Project	26.77	AGL	21.97	77
2	2	McCann WorldGroup	AMP Shopping Centres Project, Department of Foreign Affairs Project	8.93		8.93	21
3	3	DDB	Novartis Exjade & Revolade, Unilever Streets Ice Cream Project	11.23	BWS	8.29	24
4	4	BBDO	Great Northern Beer, Telstra, William Hill	8.50		8.20	4
5	6	Leo Burnett	iSelect, AIA, Big W, Advangen Project, Doubletree Hilton	5.95		5.95	6
6	7	J Walter Thompson	Kinetic Super(Digital), Treasury Wine Estates	5.55	Service client	4.80	6
7	5	Saatchi & Saatchi	Toyota Corolla, BankSA, St George Banking Group	6.00	Big W	4.00	6
8	8	Havas Worldwide	Citroen, Toohey's Beer, Mercedes-Benz vans	4.00		4.00	4
9	11	TBWA	Australia Government Project, ANZ Social, Presto, CarSales.com	3.71		3.71	9
10	10	Publicis	Bulla Dairy, GSK ViiV(Digital), Monde Nissin, Tourism NT	3.11	Weis	3.03	46
11	9	SapientNitro	ATDW, Bond University	3.10	Ardent Leisure	2.80	6
12	13	The Monkeys	Qantas, IGA Supermarkets	2.00		2.00	2
13	14	Dentsu	Qantas, Ferrero Project, Heritage Brands	1.73		1.73	7
14	17	Grey Group	Zovirax Project, Cure Brain Cancer Foundation	1.70		1.69	6
15	12	Ogilvy	Lion, Hubspot, Salesforce, Bristol-Myers Squibb	2.11	Bank of Melbourne	1.11	12
16	15	BMF	Sportsbet Project	2.00	Toohey's Beer	0.50	1
17	20	M&C Saatchi	Menulog, BWS, Uniting Care Project, St Vinnies, Xero	1.20	Optus	0.20	3
18	16	Mullen Lowe	Macquarie University, Audi	1.70	ET Now	0.15	3
19=	18=	FCB		0.00		0.00	0
19=	18=	Iris		0.00		0.00	0
						83.05	243

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Nov 2015

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	Carat	G1X, University of Western Australia, Mondelez Project	7.9	QBE Insurance	7.36	104
2	2	PHD	Guzman Y Gomez, The Garvan Institute, Slater & Gordon	6.1	Jenny Craig	5.03	14
3	3	Vizeum	Greater , World Vision, AKA UK, Simplot, BBC Worldwide	3.8		3.05	34
4	10	Universal McCann	Optus, Australian Unity, Sime Darby Motors, University Of Melbourne	4.9	Bond University	2.58	15
5	5	Havas Media	Warnambool Cheese, Atomic Search, QBE Insurance,Ubisoft	2.5		2.47	9
6	4	OMD	Under Armour Project, Fromageries Bel, Australian Red Cross	4.5	iiNet	2.40	18
7	7	MEC	Campari , Foremore Marketing Solutions, Fuchs Oils	2.5	Ubisoft	1.52	13
8	6	Initiative	Simplot Foods, China Southern Airlines, Diesel	1.5		1.25	6
9	8	Dentsu Media	AKA, Funtastic, Hotels.com, Headstart	1.0		0.99	13
10	9	ZenithOptimedia	Members Own Health, Teachers Health Fund, Levatine Wines	1.0		0.77	7
11	11	Mitchells		0.0		0.00	0
12	12	MediaCom	Carrentals.au, Hawaiian Airlines, Tempur, Hartl Haus, Bose	2.6	HCF Health Fund	-0.05	10
13	13	Starcom MediaVest		0.2	Media Client	-0.26	1
14	14	IKON		0.0	RSPCA	-0.69	0
15	15	Maxus		0.0	SC Johnson(buying)	-1.20	0
16	16	Mindshare	IAG Insurance Group	1.5	Sime Darby Motors	-1.25	1
						<b>23.96</b>	<b>245</b>

### METHODOLOGY

The R3 New Business League has been compiled each of the last 159 months using data supplied by 26 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 for clients across the region.

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