

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Nov 2016

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	Commonwealth Games Project, Accenture Project, PWC Project	19.92	Revlon	18.17	72
2	2	Ogilvy	BHP Project, University of Newcastle Project, Microsoft (Digital) Project, Lion(XXXX)	11.41		11.41	49
3	4	TBWA	Foxtel and Fox Sports, Schweppes, Foxtel Project, Bellamy's Organic	11.05	TAB	10.05	6
4	3	Isobar	Manufacturing Client	9.03		9.03	39
5	7	DDB	Western Bulldogs Project, Disney Project, Barilla Pasta Project	7.37		7.37	27
6	6	McCann WorldGroup	Eliminate Dengue Project, Hobsons Education Project, Stanley Black & Decker Project	7.31		7.31	47
7	5	Publicis	Sanofi (Nature's Own, Cenovis), Griffith University, Bounce Project	6.94		6.94	30
8	8	Dentsu	Australian Electoral Commission, Chadstone Shopping Centre, QUIT(Digital)	5.55	Weet-Bix	5.05	11
9	9	BMF	Pirtek, Dulux, George Weston Foods Golden brand	5.63	Lion(XXXX)	3.83	5
10	10	M&C Saatchi	Woolworths	3.00		3.00	1
11	11	Grey Group	GMHBA, Dreamworld, GMHBA, SHEDD Project	2.30	Melbourne Racing Club	2.00	7
12	12	J Walter Thompson	Jetstar, Nikon	2.10	Education Client	1.95	3
13	13	Host	Lion(XXXX), Subaru(Digital & Content)	1.80		1.80	3
14	14	Saatchi & Saatchi	H&R Block, Ladbrokes(ATL), Ezibuy(ATL)	1.64		1.64	6
15	15	Red Agency	Goodness, NEC Australia, Changi Travel, ANZ(Social)	1.50		1.50	5
16	16	BBDO	La Trobe University, MetLife, TAB, GoCatch, Mattel	4.80	Foxtel Project	1.40	7
17=	17=	Kojo	Mitsubishi Motors(Digital)	1.10		1.10	3
17=	17=	The Monkeys	HCF	1.00		1.00	1
17=	17=	Special Group	Aussie Home Loans, AccorHotels, Bell Tea and Coffee Company	1.00		1.00	3
17=	17=	WPP AUNZ - 1 Kent St	Australian Olympic Team	1.00		1.00	1
17=	17=	Red Engine SCC	PepsiCo(Digital), Carnival Cruise(Social)	1.00		1.00	3
22=	22=	Quiip	Beyondblue(Social), Department Prime Minister and Cabinet(Social)	0.90		0.90	5
22=	22=	Edge	Save the Children, Australian Drug Foundation	0.90		0.90	3
24=	24=	Three Wise Men	Defence Health, Cancer Council	0.80		0.80	2
24=	24=	Cummins & Partners	Energy Australia, Chobani	0.80		0.80	2
						100.95	341

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Nov 2016

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	OMD	Tabcorp, Frucor Beverages, Coles Group & Target	11.11	BGC	9.46	22
2	2	Carat	Greenstone, Bailey Nelson, Bapcare, Triumph Motorcycles	7.05	Hawaiian Group	6.85	81
3	3	MEC	Chamber of Minerals & Energy of WA, Minerals Council of Australia	4.75		4.75	24
4	4	GroupM	Westpac	4.00		4.00	1
5	5	Zenith	ALDI, Klook, Henkel	3.93		3.93	5
6	6	Starcom	Queensland Resources Council, Haggie, Don Russell Homes	3.33		3.33	13
7	7	PHD	7-Eleven, Volkswagen, Worlds Biggest Screens, Bakers Delight	4.55	Greenstone	3.04	9
8	8	Mediavest Spark	Ezibuy, Foodworks, Apply Direct, AGKL, EA, Diageo	2.44		2.44	6
9	9	Dentsu Media	Retail Client	2.40		2.40	12
10	10	Havas Media	StudioCanal, Sydney Airport Parking (Digital), Ozforex Group, Reckon	1.86		1.86	18
11	11	Blue 449	Presto (Buying), Maserati, Tourism New Zealand, Masterpet	2.57	Pfizer	1.57	7
12	12	Team Red(WPP)	Vodafone	1.50		1.50	1
13	13	Initiative	Qatar Project, Specsavers, Uniworld Project	2.10	McPherson's	1.43	9
14	14	Atomic 212	Australian Unity, Origin Energy, Tabcorp Project	1.70	eOne Entertainment	1.08	3
15	16	Slingshot	Goodman Fielder	1.00		0.92	1
16	17	Ikon	Pfizer	1.00	Consolting Client	0.91	1
17	15	Vizeum	AFL, EnergyAustralia	1.31	StudioCanal	0.68	16
18	18	Nunn Media	Maui Jim(Buying)	0.40		0.40	2
19	19	Horizon Media	Star Ratings Australia Project	0.25		0.25	1
20	20	Cummins&Partners	The Australian Psychological Society	0.10		0.10	1
21	21	M2M	Sony Pictures	0.30	Furcor	-0.83	1
22	22	Mindshare	Sodastream, Bupa, HSBC (Online)	0.97	Origin Energy	-0.84	3
23	25	MediaCom	News Corp, Princess, Tempur Sealy, Commonwealth Games	6.38	EnergyAustralia	-1.81	9
24	24	Maxus	Danone Nutricia	0.35	ALDI	-2.15	1
25	23	Universal McCann	RACQ, PPG Industries (Taubmans), GoPro, Lion, FitBit	2.80	News Corp (Digital)	-3.40	5
						41.93	252

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.