

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Oct 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	MAV, ME Bank, SABMiller Project, NSW Government Project	22.64	AGL	17.84	67
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	Telstra, William Hill, Helloworld	5.50		5.50	3
5	5	Saatchi & Saatchi	Toyota Corolla, BankSA, St George Banking Group	6.00	Big W	4.00	6
6	6	Leo Burnett	iSelect, AIA, Big W, Advangen Project, Doubletree Hilton	5.95		5.95	6
7	7	J Walter Thompson	Treasury Wine Estates	5.15	Service client	4.40	5
8	8	Havas Worldwide	Citroen, Toohey's Beer, Mercedes-Benz vans	4.00		4.00	4
9	9	SapientNitro	ATDW, Bond University	3.10	Arden Leisure	2.80	6
10	10	Publicis	Bulla Dairy, GSK ViiV(Digital), Monde Nissin, Tourism NT	2.90	Weis	2.82	40
11	11	TBWA	Presto, CarSales.com	1.30		1.30	3
12	12	Ogilvy	Lion, Hubspot, Salesforce, Bristol-Myers Squibb	2.11	Bank of Melbourne	1.11	12
13	13	The Monkeys	IGA Supermarkets	1.00		1.00	1
14	14	Dentsu	Ferrero Project, Heritage Brands	0.73		0.73	6
15	15	BMF	Sportsbet Project	2.00	Toohey's Beer	0.50	1
16	16	Mullen Lowe	Macquarie University, Audi	1.70	ET Now	0.15	3
17	17=	Grey Group	Cure Brain Cancer Foundation	0.20		0.20	1
18=	17=	FCB		0.00		0.00	0
18=	17=	Iris		0.00		0.00	0
20	20	M&C Saatchi	BWS, Uniting Care Project, St Vinnies, Xero	0.80	Optus	-0.20	2
						69.31	211

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Oct 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	7.8	Simplot Foods	6.49	100
2	2	PHD	Slater & Gordon, Spotify, Unilever, Australian Chamber Orchestra	5.9	Jenny Craig	4.83	12
3	3	Vizeum	World Vision, AKA UK, Simplot, BBC Worldwide,	3.3		3.31	30
4	4	OMD	Stan, Triumph International, Australian Catholic University	3.9	Torrens University Project	2.62	15
5	5	Havas Media	Atomic Search, QBE Insurance, Mercedes-Benz Vans, Ubisoft	2.4		2.39	6
6	9	Initiative	Simplot Foods, China Southern Airlines, Diesel	1.5		1.50	6
7	6	MEC	Sound Diagnostics, Wanda Ridong, TripADeal, Torga Optical	2.1	Ubisoft	1.19	8
8	8	Dentsu Media	AKA, Funtastic, Hotels.com, Headstart	1.0		0.99	13
9	7	ZenithOptimedia	Members Own Health, Teachers Health Fund, Levatine Wines	1.0		0.77	7
10	11	Universal McCann	Australian Unity, Sime Darby Motors, University Of Melbourne	2.4	Bond University	0.08	14
11	10	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	16	Maxus		0.0	SC Johnson(buying)	-1.20	0
16	15	Mindshare	IAG Insurance Group	1.5	Sime Darby Motors	-1.25	1
						20.71	223

METHODOLOGY

The R3 New Business League has been compiled each of the last 158 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 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 for clients across the region.

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