

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Sep 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	17.38	Revlon	15.63	61
2	2	Ogilvy	Microsoft (Digital) Project, Lion(XXXX), NAB - MLC Project	9.31		9.31	42
3	3	Isobar	Manufacturing Client	7.87		7.87	35
4	4	TBWA	Schweppes, Foxtel Project, Bellamy's Organic, TOM Organic Project	8.05	TAB	7.05	5
5	19	Publicis	Sanofi (Nature's Own, Cenovis), Griffith University, Bounce Project, Isuzu Trucks(ATL)	5.94		5.94	28
6	5	Dentsu	Australian Electoral Commission, Chadstone Shopping Centre, QUIT(Digital)	5.55	Weet-Bix	5.05	11
7	7	McCann WorldGroup	Greyhounds Project, NSW Education Department Project	4.65		4.65	34
8	8	DDB	Disney Project, Lipton Tea Project, Society One, Mylan Project	4.34		4.34	19
9	6	BMF	Pirtek, Dulux, George Weston Foods Golden brand	5.63	Lion(XXXX)	4.13	5
10	9	M&C Saatchi	Woolworths	3.00		3.00	1
11	10	J Walter Thompson	Jetstar, Nikon	2.10	Education Client	1.95	3
12	11	Host	Lion(XXXX), Subaru(Digital & Content)	1.80		1.80	3
13	12	Saatchi & Saatchi	H&R Block, Ladbrokes(ATL), Ezibuy(ATL)	1.61		1.61	5
14	13	Red Agency	Goodness, NEC Australia, Changi Travel, ANZ(Social)	1.50		1.50	5
15	45	BBDO	MetLife, TAB, GoCatch, Mattel	4.60	Foxtel Project	1.20	6
16=	14=	The Monkeys	HCF	1.00		1.00	1
16=	14=	Special Group	Aussie Home Loans, AccorHotels, Bell Tea and Coffee Company	1.00		1.00	3
16=	14=	WPP AUNZ - 1 Kent St	Australian Olympic Team	1.00		1.00	1
19=	17=	Quiip	Beyondblue(Social), Department Prime Minister and Cabinet(Social)	0.90		0.90	5
19=	17=	Edge	Save the Children, Australian Drug Foundation	0.90		0.90	3
21=	20=	Grey Group	GMHBA, Dreamworld	1.10	Melbourne Racing Club	0.80	3
21=	20=	Red Engine SCC	PepsiCo(Digital)	0.80		0.80	2
21=	20=	Three Wise Men	Defence Health, Cancer Council	0.80		0.80	2
24=	23=	Storyation	Tourism Australia(Content), Tourism and Events Queensland(Content)	0.70		0.70	2
24=	23=	Atomic 212	ANZ Stadium, Rust-Oleum	0.70		0.70	2
						83.61	287



2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Sep 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	9.67	BGC	7.53	15
2	2	Carat	Greenstone, Bailey Nelson, Baptcare, Triumph Motorcycles	6.96	Hawaiian Group	6.76	77
3	3	MEC	Vodafone Australia, AMEX Corporation, Rundle Mall, SAHMRI	4.51		4.51	17
4	4	GroupM	Westpac	4.00		4.00	1
5	7	PHD	7-Eleven, Volkswagen, Worlds Biggest Screens, Bakers Delight	5.05	Greenstone	3.54	10
6	5	Starcom	Red Energy, MYOB, Ego Pharmaceuticals, eOne Entertainment	3.20		3.20	10
7	6	Dentsu Media	Retail Client	2.34		2.34	10
8	8	Mediavest Spark	Apply Direct, AGKL, EA, Diageo	2.29		2.29	4
9	13	Match Media	Presto (Buying), Maserati, Tourism New Zealand, Masterpet	2.57	Pfizer	1.57	7
10	9	Team Red(WPP)	Vodafone	1.50		1.50	1
11	10	Initiative	Qatar Project, Specsavers, Uniworld Project	2.09	McPherson's	1.42	8
12	14	Havas Media	Ozforex Group, Reckon, MyRepublic, VDB	1.39		1.39	15
13=	11	Vizeum	AFL, EnergyAustralia	1.31	Tennis Australia	0.93	16
13=	20	Zenith	Klook, Henkel	0.93		0.93	3
15	12	Slingshot	Goodman Fielder	1.00		0.92	1
16	15	Ikon	Pfizer	1.00	Consolting Client	0.91	1
17	16	Atomic 212	Origin Energy, Tabcorp Project	1.50	eOne Entertainment	0.88	2
18	17	Nunn Media	Maui Jim(Buying)	0.40		0.40	2
19	18	Maxus	Danone Nutricia	0.35		0.35	1
20	19	Horizon Media	Star Ratings Australia Project	0.25		0.25	1
21	-	Cummins&Partners	The Australian Psychological Society	0.10		0.10	1
22	21	M2M	Sony Pictures	0.30	Furcor	-0.45	1
23	22	Mindshare	Sodastream	0.22	Origin Energy	-1.59	1
24	23	Universal McCann	RACQ, PPG Industries (Taubmans), GoPro, Lion, FitBit	2.80	Coles	-1.90	5
25	24	MediaCom	Princess, Tempur Sealy, Commonwealth Games, Sunsuper, PhotoBox	2.38	EnergyAustralia	-5.81	7
						35.94	217

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.