

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / July 2019

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	Isobar	School Client	5.0		5.0	26
2	2	Ogilvy	Transport for NSW Road Safety, HealthyCare Project, Hypermarket Client	3.8		3.8	11
3	7	ThinkerBell	Lion Australia, Seafolly, Journey Beyond	2.8		2.8	4
4	6	Dentsu	Food Manufacturing company	2.4		2.4	19
5	3	VMLY&R	SRS Broking, TerryWhite Chemmart, Australian Defence Force Recruiting, Australia's Department	2.1		2.1	4
6	4=	BMF	Blundstone, Sydney Metro	2.0		2.0	3
7=	8=	M&C Saatchi	the Australian Olympic Committee(AOC), Tab	1.5		1.5	2
7=	8=	The Works	H&R Block	1.5		1.5	2
7=	8=	Weber Shandwick	GSK Consumer Healthcare	1.5		1.5	2
7=	8=	Clemenger	Tourism Tasmania	1.5		1.5	2
7=	36	CHE Proximity	Flybuys	1.5		1.5	2
7=	-	TBWA	Fonterra Brands	1.5		1.5	1
13	12	Saatchi & Saatchi	VISIT Victoria, Koorie Trust Project, R.Corporation Project, Thrifty Project, Toyota RV4 Project	1.4		1.4	8
14	13	Orchard	Volt Bank, Genesis Project, Hoyts Project, Oral B (P&G)	1.1		1.1	8
15	26	McCann WorldGroup	Technology Client, Government Client	1.6	Tigerair creative	1.1	6
16=	4=	The Monkeys	BCF creative, Boats Camping Fishing	2.0	Pizza Hut	1.0	3
16=	14=	Mr Carter	Proper Goods	1.0		1.0	1
16=	14=	Dig&Fish	Life-Space Probiotics	1.0		1.0	1
16=	14=	Nerio Communications	Plus500 Brumbies	1.0		1.0	1
16=	14=	Bonfire	Cancer Council WA	1.0		1.0	1
						51.3	186

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / July 2019

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	Mindshare	Tourism New Zealand, Bupa, Ikea, Sanofi	7.6	Kellogg's	7.2	22
2	2	OMD	Australian Turf Club, Suncorp, Super Retail Group, Asahi Beverages, Asahi, Super Retail Group	5.4		5.4	8
3	3	Universal McCann	Mattel, Kmart, Coca Cola, Just Eat, Menulog, Kmart, Slater & Gordon, Peet Old	5.9	PPG Industries Inc.	5.2	11
4	4	Initiative	KPMG, Carnival Cruise Line, Swinburne University, Fujitsu General Australia, Soecsavers	4.2	Cancer Council NSW	4.0	9
5	9	Wavemaker	IG Markets, Verizon, St John's Ambulance	2.0	Nestle Infant Nutrition	2.0	11
6	6	Atomic 212	Spirit of Tasmania, Charles Darwin University	1.7		1.7	4
7	8	Spark Foundry	Australian Unity, MGA, PPG Industries, The Today Business, PPG Industries	1.5		1.5	8
8	7	PHD	Virgin, AFL, Singapore Airlines	1.7	Slater & Gordon	1.5	5
9	5	denstu X	Australia Post, Airlines Brand Client	2.1		1.2	9
10	13	Zenith	Kellogg's, City of Melbourne, Apparel Group Project, QBE Insurance Group, Rio Tinto	1.3	KPMG	1.0	6
11	10	Havas Media	CMC Markets, Kayo Sports	0.9		0.9	4
12	11	This Is Flow	Zeus Street Greek Restaurants, Pladis, Domaine Homes	0.7		0.7	3
13	12	Cummins&Partners	Jenny Craig	0.8	Allianz	0.5	2
14=	14	Slingshot	Daikin	0.3		0.3	1
14=	15	Affinity	Fisher & Paykel	0.3		0.3	1
14=	19	Kaimera	Matt Blatt	0.3		0.3	2
14=	-	MediaCom	Queensland Government	2.5	Australia Radio Network (ARN)	0.2	4
18	17	Blue 449		0.0	Tourism New Zealand	-0.6	0
19	18	Vizeum		0.5	Rio Tinto	-1.0	2
20	20	Carat	The South Australian Government	1.3	Asahi	-1.0	7
						23.6	96