



## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Aug 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	Mondelez, Transport for NSW Road Safety, HealthyCare Project, Hypermarket Client	4.8		4.8	12
3	4	Dentsu	DoorDash	3.4		3.4	20
4	3	ThinkerBell	Royal Caribbean Cruises, Lion Australia, Seafully, Journey Beyond	3.3		3.3	5
5	27	Havas Worldwide	IAG, STOCKLAND Project, AVIS Project, PZ Cussons Project	3.5		2.2	6
6	5	VMLY&R	SRS Broking, TerryWhite Chemmart, Australian Defence Force Recruiting, Australia's Department	2.1		2.1	4
7	6	BMF	Blundstone, Sydney Metro	2.0		2.0	3
8	-	AnalogFolk	TAL (Digital), Unibet	1.7		1.7	6
9=	7=	M&C Saatchi	the Australian Olympic Committee(AOC), Tab	1.5		1.5	2
9=	7=	The Works	H&R Block	1.5		1.5	2
9=	7=	Weber Shandwick	GSK Consumer Healthcare	1.5		1.5	2
9=	7=	Clemenger	Tourism Tasmania	1.5		1.5	2
9=	7=	CHE Proximity	Flybuys	1.5		1.5	2
9=	7=	TBWA	Fonterra Brands	1.5		1.5	1
15=	13	Saatchi & Saatchi	Visit Victoria, Koorie Trust Project, R.Corporation Project, Thrifty Project, Toyota R.V4 Project	1.4		1.4	8
15=	14	Orchard	BPAY, AGCMC, Volt Bank, Genesis Project, Hoyts Project, Oral B (P&G)	1.3		1.3	8
17	49	Digitas	Mondelez, Visa Project, Mondelez	1.2		1.2	5
18	15	McCann WorldGroup	Technology Client, Government Client	1.6	Tigerair creative	1.1	6
19=	16=	The Monkeys	BCF creative, Boats Camping Fishing	2.0	Pizza Hut	1.0	3
19=	16=	Mr Carter	Proper Goods	1.0		1.0	1
						<b>59.8</b>	<b>213</b>

## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Aug 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	Dyson, Tourism New Zealand, Bupa, Ikea, Sanofi	7.7	Kellogg's	7.2	23
2	2	OMD	Sealy, Australian Turf Club, Suncorp, Super Retail Group, Asahi Beverages, Asahi, Super Retail	5.6		5.6	9
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	LEGO, Geek2U, KPMG, Cisco, Carnival Cruise Line, Swinburne University	5.0	Cancer Council NSW	4.8	15
5	6	Atomic 212	Greater Bank, Spirit of Tasmania, Charles Darwin University	2.0		2.0	5
6	10	Zenith	H&M, The Lux Group Project, Kellogg's, City of Melbourne	1.9	KPMG	1.6	9
7	7	Spark Foundry	Australian Unity, MGA, PPG Industries, The Today Business, PPG Industries	1.5		1.5	8
8	8	PHD	Virgin, AFL, Singapore Airlines	1.7	Slater & Gordon	1.5	5
9	5	Wavemaker	IG Markets, Verizon, St John's Ambulance	2.0	Nestle Infant Nutrition	1.5	11
10	9	denstu X	Australia Post, Airlines Brand Client	2.1		1.2	9
11	11	Havas Media	Tripadvisor, CMC Markets, Kayo Sports	1.0		1.0	5
12	12	This Is Flow	Zeus Street Greek Restaurants, Pladis, Domaine Homes	0.7		0.7	3
13	13	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=	16	Kaimera	Yalumba,	0.3		0.3	2
14=	-	Bench	Tyro, Matt Blatt	0.3		0.3	1
18	17	MediaCom	Queensland Government	2.5	Australia Radio Network (ARN)	0.2	4
						29.5	134

### 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](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.