

## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Sep 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, Suburban Land Agency, Transport for NSW Road Safety  | 4.9                                  |               | 4.9                                     | 13          |
| 3               | 3               | Dentsu             | DoorDash   | 3.9                                  |               | 3.9                                     | 22          |
| 4               | -               | Channel T          | Dulux Trade & Consumer activation, Victorian State Government Rural and Regional Victoria                | 3.9                                  |               | 3.9                                     | 8           |
| 5               | -               | Wunderman Thompson | DFES   | 3.6                                  |               | 3.6                                     | 10          |
| 6               | 4               | ThinkerBell        | Royal Caribbean Cruises, Lion Australia, Seafully, Journey Beyond  | 3.3                                  |               | 3.3                                     | 5           |
| 7               | 5               | Havas Worldwide    | IAG, STOCKLAND Project, AVIS Project, PZ Cussons Project   | 4.3                                  |               | 3.0                                     | 8           |
| 8               | 9=              | TBWA               | Fonterra Brands, Optus, Great Northern   | 2.5                                  |               | 2.5                                     | 3           |
| 9               | 6               | VMLY&R             | SRS Broking, TerryWhite Chemmart, Australian Defence Force Recruiting, Australia's Department of Defence | 2.1                                  |               | 2.09                                    | 4           |
| 10              | 7               | BMF                | Blundstone, Sydney Metro   | 2.0                                  |               | 2.0                                     | 3           |
| 11              | 18              | McCann WorldGroup  | Technology Client, Government Client   | 2.4                                  | Tigerair      | 1.9                                     | 8           |
| 12              | 8               | AnalogFolk         | TAL (Digital), Unibet  | 1.7                                  |               | 1.7                                     | 6           |
| 13=             | 9=              | M&C Saatchi        | the Australian Olympic Committee(AOC), Tab   | 1.5                                  |               | 1.5                                     | 2           |
| 13=             | 9=              | The Works          | H&R Block  | 1.5                                  |               | 1.5                                     | 2           |
| 13=             | 9=              | Weber Shandwick    | GSK Consumer Healthcare  | 1.5                                  |               | 1.5                                     | 2           |
| 13=             | 9=              | Clemenger          | Tourism Tasmania   | 1.5                                  |               | 1.5                                     | 2           |
| 13=             | 9=              | CHE Proximity      | Flybuys  | 1.5                                  |               | 1.5                                     | 2           |
| 18              | 15=             | Saatchi & Saatchi  | Visit Victoria, Koorie Trust Project, R.Corporation Project, Thrifty Project, Toyota RV4 Project         | 1.4                                  |               | 1.4                                     | 8           |
| 19              | 15=             | Orchard            | BPAY, AGCMC, Volt Bank, Genesis Project, Hoyts Project, Oral B (P&G)                                     | 1.3                                  |               | 1.3                                     | 8           |
| 20              | 17              | Digitas            | Mondelez, Visa Project, Mondelez   | 1.2                                  |               | 1.2                                     | 5           |
|                 |                 |                    |  |                                      |               | 69.4                                    | 233         |

## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Sep 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               | 3               | Universal McCann | Optus, David Jones, Lexus Dealers, Mattel, Kmart, Coca Cola                    | 9.0                                  | H&M                           | 8.1                                     | 14          |
| 2               | 1               | Mindshare        | Philip Morris, Dyson, Tourism New Zealand, Bupa, Ikea, Sanofi                  | 8.5                                  | Kellogg's                     | 8.0                                     | 25          |
| 3               | 2               | OMD              | Australian Turf Club, Hive and Wellness Australia, Sealy, Australian Turf Club | 6.2                                  |                               | 6.2                                     | 11          |
| 4               | 4               | Initiative       | LEGO, Geek2U, KPMG, Cisco, Carnival Cruise Line, Swinburne University          | 5.5                                  | Cancer Council NSW            | 5.3                                     | 16          |
| 5               | 5               | Atomic 212       | Greater Bank, Spirit of Tasmania, Charles Darwin University                    | 2.0                                  |                               | 2.0                                     | 5           |
| 6               | 6               | 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               | 9               | Wavemaker        | IG Markets, Verizon, St John's Ambulance                                       | 2.0                                  | Nestle Infant Nutrition       | 1.5                                     | 11          |
| 10              | 10              | 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=             | 14=             | Affinity         | Fisher & Paykel  | 0.3                                  |                               | 0.3                                     | 1           |
| 14=             | 14=             | Kaimera          | Yalumba,   | 0.3                                  |                               | 0.3                                     | 2           |
| 14=             | 14=             | Bench            | Tyro, Matt Blatt   | 0.3                                  |                               | 0.3                                     | 1           |
| 18              | 18              | MediaCom         | Queensland Government  | 2.5                                  | Australia Radio Network (ARN) | 0.2                                     | 4           |
|                 |                 |                  |  |                                      |                               | 33.2                                    | 144         |

### 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.