



2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Oct 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	2	Ogilvy	Mondelez, Suburban Land Agency, Transport for NSW Road Safety	5.4		5.4	14
2	1	Isobar	School Client	5.0		5.0	26
3	3	Dentsu	DoorDash, CitiPower, Powercor, Charles Sturt University, Patties	4.4		4.4	42
4	4	Channel T	Dulux Trade & Consumer activation, Victorian State Government Rural and Regional Victoria	3.9		3.9	8
5	5	Wunderman Thompson	DFES	3.7		3.5	12
6	6	ThinkerBell	Royal Caribbean Cruises, Lion Australia, Seafolly, Journey Beyond	3.3	CitiPower, Powercor	3.2	5
7	7	Havas Worldwide	IAG, STOCKLAND Project, AVIS Project, PZ Cussons Project	4.3		3.0	8
8	8	TBWA	Fonterra Brands, Optus, Great Northern	2.5		2.5	3
9	11	McCann WorldGroup	Technology Client, Government Client	2.8	Charles Sturt University	2.19	9
10	9	VMLY&R	SRS Broking, TerryWhite Chemmart, Australian Defence Force Recruiting, Australia's Department	2.1		2.1	4
11	19	Orchard	BPAY, AGCMC, Volt Bank, Genesis Project, Hoyts Project, Oral B (P&G)	2.1		2.1	10
12	10	BMF	Blundstone, Sydney Metro	2.0		2.0	3
13	12	AnalogFolk	TAL (Digital), Unibet	1.7		1.7	6
14	13=	M&C Saatchi	the Australian Olympic Committee(AOC), Tab	1.5		1.5	2
15	13=	The Works	H&R Block	1.5		1.5	2
16	13=	Weber Shandwick	GSK Consumer Healthcare	1.5		1.5	2
17	13=	Clemenger	Tourism Tasmania	1.5		1.5	2
18	13=	CHE Proximity	Flybuys	1.5		1.5	2
19	18	Saatchi & Saatchi	Select Harvests Project, Best & Less Project, Visit Victoria, Koorie Trust Project	1.4		1.4	10
20	20	Digitas	Mondelez, Visa Project, Mondelez	1.2		1.2	5
						72.2	265



2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Oct 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	Universal McCann	Optus, David Jones, Lexus Dealers, Mattel, Kmart, Coca Cola	9.0	H&M	8.1	14
2	2	Mindshare	Philip Morris, Dyson, Tourism New Zealand, Bupa, Ikea, Sanofi	8.5	Kellogg's	8.0	25
3	3	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	6	Zenith	Disney, Collective Wellness, H&M, The Lux Group Project, Kellogg's	3.6	KPMG	3.3	11
6	5	Atomic 212	Greater Bank, Spirit of Tasmania, Charles Darwin University	2.0		2.0	5
7	9	Wavemaker	IG Markets, Verizon, St John's Ambulance	2.2	Nestle Infant Nutrition	1.6	12
8	7	Spark Foundry	WOTIF, Australian Unity, MGA, PPG Industries, The Today Business, PPG Industries	1.6	CMC Markets	1.6	9
9	8	PHD	Virgin, AFL, Singapore Airlines	1.7	Slater & Gordon	1.5	5
10	11	Havas Media	Tripadvisor, J2, Kitchenaid, CMC Markets, Kayo Sports	1.6		1.4	11
11	10	denstu X	Australia Post, Airlines Brand Client	2.1		1.2	9
12	13	Cummins&Partners	Jenny Craig	0.8		0.8	2
13	12	This Is Flow	Zeus Street Greek Restaurants, Pladis, Domaine Homes	0.7		0.7	3
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
						34.6	156

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.