



## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Dec 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	Isobar	Education Client	10.1		10.1	42
2	4	BMW Dentsu	DoorDash, CitiPower, Powercor, Charles Sturt University, Patties	9.4		9.4	62
3	14=	CHE Proximity	Samsung, Flybuis	6.5		6.5	3
4	1	Ogilvy	Mondelez, Suburban Land Agency, Transport for NSW Road Safety	5.4		5.4	14
5	2	Channel T	Mondalez, Department of Premier and Cabinet, Dulux Trade & Consumer activation	5.2		5.2	10
6	5	Wunderman Thompson	DFES, Beiersdorf healthcare brands	4.3		4.1	14
7	6	McCann WorldGroup	GSK pharmaceuticals	4.2	Charles Sturt University	3.4	13
8	8	Havas Worldwide	IAG, STOCKLAND Project, AVIS Project, PZ Cussons Project	4.3		3.0	8
9	7	ThinkerBell	Royal Caribbean Cruises, Lion Australia, Seafolly, Journey Beyond	3.3	CitiPower, Powercor	2.96	5
10=	9	AnalogFolk	Pernod Ricard, TAL (Digital), Unibet	2.7		2.7	7
10=	10	VMLY&R	SRS Broking, TerryWhite Chemmart, Australian Defence Force Recruiting	2.7		2.7	6
12	11	TBWA	Fonterra Brands, Optus, Great Northern	2.5		2.5	3
13	12	Orchard	BPAY, AGCMC, Volt Bank, Genesis Project, Hoyts Project, Oral B (P&G), AGCMC	2.3		2.3	15
14=	13	BMF	Blundstone, Sydney Metro	2.0		2.0	3
14=	14=	M&C Saatchi	University of Sydney, The Australian Olympic Committee(AOC), Tab	2.0		2.0	3
16=	14=	The Works	H&R Block	1.5		1.5	2
16=	14=	Weber Shandwick	GSK Consumer Healthcare	1.5		1.5	2
16=	14=	Clemenger	Tourism Tasmania	1.5		1.5	2
19=	21	Saatchi & Saatchi	Select Harvests Project, Best & Less Project, Visit Victoria, Koorie Trust Project	1.4		1.4	11
19=	20	Digitas	Mondelez, Visa Project, Mondelez	1.4		1.4	6
						90.6	334



## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Dec 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	OMD	Samsung, Australian Turf Club, Hive and Wellness Australia, Sealy, Australian Turf Club	8.7		8.7	12
2	1	Mindshare	Philip Morris, Dyson, Tourism New Zealand, Bupa, Ikea, Sanofi	8.7	Kellogg's	8.2	26
3	2	Universal McCann	Optus, David Jones, Lexus Dealers, Mattel, Kmart, Coca Cola	9.0	H&M	8.1	14
4	4	Initiative	Goodman Fielder, Aussie Home Loan, LEGO, Geek2U, KPMG, Cisco	6.8	Cancer Council NSW	6.6	22
5	5	Zenith	Westpac, Me Bank, Disney, Collective Wellness, H&M, Kellogg's	4.1	KPMG	3.8	13
6	6	Atomic 212	Greater Bank, Spirit of Tasmania, Charles Darwin University	2.0		2.0	5
7	7	Spark Foundry	Silversea Cruises, WOTIF, Australian Unity, MGA, PPG Industries	1.9	CMC Markets	1.9	11
8	8	Wavemaker	Triumph lingerie, IG Markets, Verizon, St John's Ambulance	2.4	Nestle Infant Nutrition	1.9	13
9	9	Havas Media	Avis Budget Group, Tripadvisor, J2, Kitchenaid, CMC Markets, Kayo Sports	1.9		1.7	12
10	10	PHD	Virgin, AFL, Singapore Airlines	1.7	Slater & Gordon	1.3	5
11	11	dentsu X	Australia Post, Airlines Brand Client	2.1		1.2	10
12	12	Cummins&Partners	Jenny Craig	0.8		0.8	2
13	13	This Is Flow	Zeus Street Greek Restaurants, Pladis, Domaine Homes	0.7		0.7	3
14	14	Slingshot	Daikin	0.3		0.3	1
15	15	Affinity	Fisher & Paykel	0.3		0.3	1
16	16	Kaimera	Yalumba,	0.3		0.3	2
17	17	Bench	Tyro, Matt Blatt	0.3		0.3	1
18	18	MediaCom	Queensland Government	2.5	Australia Radio Network (ARN)	0.2	4
19	19	Blue 449		0.0	Tourism New Zealand	-0.6	0
20	20	Vizeum	Matt Blatt	0.8	Rio Tinto	-0.8	3
						38.8	171

### 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.