

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Feb 2020

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	BBDO	Tourism Tasmania Digital , Demazin, Streets Blue Ribbon	2.1		2.1	4
2	1	Saatchi & Saatchi	Foxtel	2.0		2.0	1
3	3	Ogilvy	Confidential Company	0.8		0.8	1
4	-	DDB	McDonald's	3.0	Streets Blue Ribbon	0.6	2
5=	4=	ThinkerBell	SSangyong Motors	0.5		0.5	1
5=	4=	The Monkeys	Tourism Western Australia	0.5		0.5	1
5=	4=	Edge	Bupa Dental	0.5		0.5	1
5=	4=	Common Ventures	Tarocash	0.5		0.5	1
5=	4=	Junkee Media	Netflix Social	0.5		0.5	1
5=	4=	Mango Communications	Sanulac Social	0.5		0.5	1
5=	4=	Stellar	Maison 21G	0.5		0.5	1
5=	-	MullenLowe Group	Car Client	0.5		0.5	1
13	11	Murmer	Parramatta Eels digital Marketing	0.2		0.2	1
14	12	Wunderman Thompson	Transport for NSW - Taxi's Project	0.1		0.1	4
15	13	Digitas	Beiersdorf Project, Notre Dame University Project, McDonalds - Discovery project Project	0.1		0.1	3
16	-	Healthcare	The George Institute Project	0.0		0.0	1
						7.2	26

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

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1	3	Initiative	Pernod Ricard, Aussie Home Loans	2.0		2.0	3
2	-	Omnicom Media Group	Johnson & Johnson	1.8		1.8	1
3	2	Spark Foundry	Ancestry.com, Silverseas Cruises, My Muscle Chef	1.7		1.7	5
4	1	Wavemaker	Mondelez	1.3		1.3	1
5	-	Ikon	Myer	1.5	Aussie Home Loans	1.1	1
6	5	PHD	Bayer Digital, Diageo	1.0		1.0	3
7	4	MediaCom	Hasbro	0.3		0.3	1
8		Thinkerbell	SsangYong Australia	0.3		0.3	1
9	-	Havas Media		0.0	Emirates Airlines	-0.2	0
10	-	OMD		0.1	SK Magic	-0.4	1
11	-	Carat		0.0	Diageo	-0.5	0
12	-	Mindshare		0.0	Heritage Brands	-1.3	2
13	6	Universal McCann	Emirates Airlines	0.2	Johnson & Johnson	-1.6	1
						5.4	20

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.