



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Mar 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	4	DDB	McDonald's	7.0	Streets Blue Ribbon	4.6	3
2	24	TBWA	Coles	4.0		4.0	1
3	1	BBDO	Tourism Tasmania Digital , Demazin, Streets Blue Ribbon	2.1		2.1	4
4	2	Saatchi & Saatchi	Foxtel	2.0		2.0	1
5	3	Ogilvy	Uncle Toby's cereals	1.3		1.3	2
6=	5=	ThinkerBell	SSangyong Motors	0.5		0.5	1
6=	5=	The Monkeys	Tourism Western Australia	0.5		0.5	1
6=	5=	Edge	Bupa Dental	0.5		0.5	1
6=	5=	Common Ventures	Tarocash	0.5		0.5	1
6=	5=	Junkee Media	Netflix Social	0.5		0.5	1
6=	5=	Mango Communications	Sanulac Social	0.5		0.5	1
6=	5=	Stellar	Maison 21G	0.5		0.5	1
6=	5=	MullenLowe Group	Car Client	0.5		0.5	1
14	14	Wunderman Thompson	Transport for NSW - Taxi's Project	0.3		0.3	5
15	18	BWM Dentsu	Real Estate Client	0.3		0.3	2
16	38	Publicis	Sanofi, Tourism and Events Qld Project, Cross River Rail Project	0.3		0.3	4
17	13	Murmer	Parramatta Eels digital Marketing	0.2		0.2	1
18	15	Digitas	Beiersdorf Project, Notre Dame University Project, McDonalds - Discovery project Project	0.1		0.1	3
19=	-	MercerBell	Nestle Purina Project	0.0		0.0	1
19=	16	Healthcare	The George Institute Project, CU Health Project, Virtus Health Project	0.0		0.0	3
						7.2	26



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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	Initiative	Pernod Ricard, Aussie Home Loans	2.0		2.0	3
2	2	Omnicom Media Group	Johnson & Johnson	1.8		1.8	1
3	3	Spark Foundry	Ancestry.com, Silverseas Cruises, My Muscle Chef	1.7		1.7	5
4	4	Wavemaker	Mondelez	1.3		1.3	1
5	5	Ikon	Myer	1.5	Aussie Home Loans	1.1	1
6	6	PHD	Bayer Digital, Diageo	1.0		1.0	3
7	7	MediaCom	Hasbro	0.3		0.3	1
8	8	Thinkerbell	SsangYong Australia	0.3		0.3	1
9	12	dentsu X	Education Client	0.2		0.2	1
10	-	Vizeum	Oil Client	0.1		0.1	4
11	-	Carat		0.2	Diageo	-0.3	5
12	-	OMD	Boehringer Ingelheim Animal Health	0.1	SK Magic	-0.4	1
13	-	Universal McCann	Emirates Airlines	0.8	Johnson & Johnson	-1.0	2
14	-	Mindshare	Heritage Brands	0.0	Heritage Brands	-1.3	2
						6.6	31

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.