



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Apr 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	1	DDB	McDonald's, Coles	7.0	Foxtel	5.1	3
2	2	TBWA	Coles	4.0		4.0	1
3	3	BBDO	Brookvale Union, Tourism Tasmania Digital , Demazin, Streets Blue Ribbon	2.6		2.6	5
4	-	Cummins & Partners	Sapporo, Jeep/Fiat, Alfa Romeo, Hesta, Heritage Bank	2.9	Tourism Western Australia	2.4	7
5	4	Saatchi & Saatchi	Foxtel	2.0		2.0	2
6	5	Ogilvy	Uncle Toby's cereals	1.3		1.3	2
7	6=	ThinkerBell	SSangyong Motors, Business Council of Australia	0.7		0.7	2
8	-	LOUD	Lipton Project	0.7		0.7	2
10=	6=	The Monkeys	Tourism Western Australia	0.5		0.5	1
10=	6=	Edge	Bupa Dental	0.5		0.5	1
10=	6=	Common Ventures	Tarocash	0.5		0.5	1
10=	6=	Junkee Media	Netflix Social	0.5		0.5	1
10=	6=	Mango Communications	Sanulac Social	0.5		0.5	1
10=	6=	Stellar	Maison 21G	0.5		0.5	1
10=	6=	MullenLowe Group	Car Client	0.5		0.5	1
10=	-	The Works	Goodman Fielder	0.5		0.5	1
10=	-	VERSA	BankVic Digital	0.5		0.5	1
10=	-	Sparro	Industrie Digital	0.5		0.5	1
10=	-	BizWisdom	Oxfam Digital	0.5		0.5	1
20	-	Grey Group	Danone Nutricia adult health	0.4		0.4	1
						24.1	62



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Apr 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	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	Silverseas Cruises, My Muscle Chef	1.4		1.4	4
4	4	Wavemaker	Mondelez	1.3		1.3	1
5	5	PHD	Bayer Digital, Diageo	1.0		1.0	4
6	6	Ikon	Myer	1.5	Pandora jewellery	0.9	1
7-	7	Starcom	Confidential Client	0.5		0.4	1
7-	8	MediaCom	Hasbro	0.4		0.4	2
7-		Haystac	Girl Guides Victoria, Bensons Trading	0.4		0.4	2
10	9	Thinkerbell	SsangYong Australia	0.3		0.3	1
11	10	dentsu X	Education Client	0.2		0.2	1
12	11	Vizeum	Oil Client	0.1		0.1	4
13	12	Carat	Pandora jewellery	0.5	Diageo	-0.0	6
14	13	Havas Media		0.0	Emirates Airlines	-0.2	0
15	14	OMD	Boehringer Ingelheim Animal Health	0.1	SK Magic	-0.4	1
16	15	Universal McCann	Emirates Airlines	0.8	Johnson & Johnson	-1.0	2
17	16	Mindshare	Heritage Brands	0.0	Heritage Brands	-1.3	2
						7.2	36

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.