

## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / May 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, Johnson & Johnson, McDonald's Social	13.8	Foxtel	11.8	6	
2	2	TBWA	Coles, Emerald Foods, New Zealand Natural	4.8		4.8	3	
3	3	BBDO	Brookvale Union, Tourism Tasmania Digital, Demazin, Streets Blue Ribbon	2.6		2.6	5	
4	4	Cummins & Partners	Sapporo, Jeep/Fiat, Alfa Romeo, Hesta, Heritage Bank	2.9	Tourism Western Australia	2.4	7	
5	5	Saatchi & Saatchi	Foxtel, Fight Food Waste CRC Project	2.0		2.0	3	
6	10=	MullenLowe Group	Citi	1.5		1.5	2	
7	24	72andSunny	Tooheys Extra Dry	1.3		1.3	2	
8	6	Ogilvy	Uncle Toby's cereals	1.3		1.3	2	
9	7	ThinkerBell	Dan Murphy's liquor, Ssangyong Motors, Business Council of Australia	1.1		1.1	3	
10	10=	The Monkeys	Tourism Western Australia, Rebel	0.9		0.9	2	
11	20	Grey Group	Danone Nutricia adult health, Place Management NSW	0.8		0.8	2	
12	22	Wunderman Thompson	Transport for NSW - Taxi's Project	0.7		0.7	7	
13	8	LOUD	Lipton Project	0.7		0.7	2	
14=	10=	Edge	Bupa Dental	0.5		0.5	1	
14=	10=	Common Ventures	Tarocash	0.5		0.5	1	
14=	10=	Junkee Media	Netflix Social	0.5		0.5	1	
14=	10=	Mango Communications	Sanulac Social	0.5		0.5	1	
14=	10=	Stellar	Maison 21G	0.5		0.5	1	
14=	10=	The Works	Goodman Fielder	0.5		0.5	1	
14=	10=	VERSA	BankVic Digital	0.5		0.5	1	
						2020(Jan-May)	36.7	84
						2019(Jan-May)	25.2	119
						YoY Comparison:	45.6%	-29.4%



## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / May 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, Genuine Parts Company, Repco	2.5		2.5	5
2	7	PHD	Bayer Digital, Diageo, Spotlight Group	2.3		2.3	5
3	8	Starcom	Confidential Client	2.3		2.2	2
4	2	Omnicom Media Group	Johnson & Johnson	1.8		1.8	1
5	4	Wavemaker	Mondelez, Network 10,	1.5	Energizer	1.4	2
6	3	Spark Foundry	Silverseas Cruises, My Muscle Chef	1.4	Network 10	1.2	4
7	5	Ikon	Myer	1.5	Pandora jewellery	0.9	1
8	6	Carat	Pandora jewellery	0.5		0.5	6
9	10	Haystac	Girl Guides Victoria, Bensons Trading	0.4		0.4	2
10		Binge	Binge Project	0.3		0.3	1
11	11	Thinkerbell	SsangYong Australia	0.3		0.3	1
12		Murmur	Naturalena	0.3		0.3	1
13	12	dentsu X	Education Client	0.2		0.2	1
14	15	OMD	Invocare, Q Super, Destination Goldcoast	0.7	SK Magic	0.2	6
15	13	Vizeum	Oil Client	0.1		0.1	4
16	9	MediaCom	Hasbro	0.4	Genuine Parts Company	0.1	2
17	14	Havas Media		0.0	Emirates Airlines	-0.2	0
18	16	Universal McCann	Emirates Airlines, Energizer	0.9	Johnson & Johnson	-0.9	3
19	17	Mindshare	Heritage Brands	0.0	Heritage Brands	-1.3	2

2020(Jan-May)	12.1	49
2019(Jan-May)	20.4	80
YoY Comparison:	-40.5%	-38.8%

2020 Creative & Media (Jan-May)	48.8	133
2019 Creative & Media (Jan-May)	45.5	199
YoY Comparison:	7.2%	-33.2%

### 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.