

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / June 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	Kmart, McDonald's, Coles, Johnson & Johnson	14.6	Foxtel	12.6	7	
2	4	Cummins & Partners	Adore Beauty, Libra, Red Cross Humanitarian, Sapporo, Jeep/Fiat, Alfa Romeo, Hesta, Heritage Bank	5.1	Tourism Western Australia	4.6	11	
3	2	TBWA	Coles, Emerald Foods, New Zealand Natural	4.8		4.5	3	
4	37	Channel T	Australian liquor marketers, Ego Pharma, Sorbent	4.2		4.2	8	
5	3	BBDO	Brookvale Union, Tourism Tasmania Digital , Demazin, Streets Blue Ribbon	2.6		2.6	5	
6	5	Saatchi & Saatchi	Ampol, Foxtel, Fight Food Waste CRC Project	2.0		2.0	4	
7	6	MullenLowe Group	Citi	1.5		1.5	2	
8	11	Grey Group	Danone Nutricia adult health, Place Management NSW, GSK Consumer Healthcare digital and social	1.4		1.4	3	
9=	7	72andSunny	Tooheys Extra Dry	1.3		1.3	2	
9=	10	The Monkeys	Open Colleges, Tourism Western Australia, Rebel	1.3		1.3	3	
9=	8	Ogilvy	Uncle Toby's cereals	1.3		1.3	2	
12	9	ThinkerBell	Dan Murphy's liquor, SSangyong Motors, Business Council of Australia	1.1		1.1	3	
13	12	Wunderman Thompson	Transport for NSW - Taxi's Project	1.0		1.0	9	
14	14=	Edge	Bupa Dental, Bupa Optical and Hearing	0.9		0.9	2	
15=	35	Isobar	Finance Client	0.8		0.8	6	
15=	27	The Wired Agency	St Luke's Care digital	0.8		0.8	2	
17	13	LOUD	Lipton Project	0.7		0.7	2	
18=	14=	Common Ventures	Tarocash	0.5		0.5	1	
18=	14=	Junkee Media	Netflix Social	0.5		0.5	1	
18=	14=	Mango Communications	Sanulac Social	0.5		0.5	1	
						2020(Jan-Jun)	49.1	121
						2019(Jan-Jun)	45.4	167
						YoY Comparison:	8.3%	-27.5%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / June 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	2	PHD	Bayer Digital, Diageo, Spotlight Group	2.3		2.3	5
3	3	Starcom	Confidential Client	2.3		2.3	2
4	4	Omnicom Media Group	Johnson & Johnson	1.8		1.8	1
5	5	Wavemaker	Mondelez, Network 10	1.5	Energizer	1.4	2
6	8	Carat	Pandora jewellery, Tip Top Bakeries	1.2		1.2	11
7	6	Spark Foundry	Silverseas Cruises, My Muscle Chef	1.4	Network 10	1.2	4
8	7	Ikon	Myer	1.5	Pandora jewellery	0.9	1
9	9	Haystac	Girl Guides Victoria, Bensons Trading	0.4		0.4	2
10-	14	OMD	Invocare, Q Super, Destination Goldcoast, UNSW	0.8	SK Magic	0.3	7
10-	10	Binge	Binge Project	0.3		0.3	1
10-	11	Thinkerbell	SsangYong Australia	0.3		0.3	1
10-	12	Murmur	Naturalena	0.3		0.3	1
10-	-	QMS Media	the City of Sydney	0.3		0.3	1
15-	13	dentsu X	Education Client	0.2		0.2	1
15-	-	Zenith	The Y	0.2		0.2	1
15-	-	SPEED	Voyages	0.2		0.2	1
15-	-	Audience Group	Queensland Ballet	0.2		0.2	1
19-	15	Vizeum	Afterpay Limited Project	0.1		0.1	7
19-	16	MediaCom	Hasbro	0.4	Genuine Parts Company	0.1	2

2020(Jan-Jun)	13.9	62
2019(Jan-Jun)	23.6	96
YoY Comparison:	-41.2%	-35.4%

2020 Creative & Media (Jan-Jun)	63.0	183
2019 Creative & Media (Jan-Jun)	68.9	263
YoY Comparison:	-8.7%	-30.4%

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.