

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Aug 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	3	TBWA	Coles, Emerald Foods, New Zealand Natural	4.8		4.8	3
3	2	Cummins & Partners	Adore Beauty, Libra, Red Cross Humanitarian, Sapporo, Jeep/Fiat, Alfa Romeo, Hesta, Heritage Bank	5.1	Tourism Western Australia	4.6	11
4	4	Channel T	Australian liquor marketers, Ego Pharma, Sorbent	4.2		4.2	8
5	5	BBDO	Seafood Industry, Stake, Weis	3.4		3.4	10
6	6	The Monkeys	Open Colleges, Tourism Western Australia, Rebel	2.3		2.3	4
7	8	72andSunny	Tooheys Extra Dry, Sandle	2.3		2.3	4
8	7	Saatchi & Saatchi	Ampol, Foxtel, Fight Food Waste CRC Project	2.0		2.0	4
9	9	MullenLowe Group	Citi	1.5		1.5	2
10	10	Grey Group	Danone Nutricia adult health, Place Management NSW, GSK Consumer Healthcare digital and social	1.4		1.4	3
11	12	Ogilvy	Uncle Toby's cereals	1.3		1.3	2
12	13	Wunderman Thompson	Transport for NSW - Taxi's Project	1.2		1.2	10
13	14	ThinkerBell	Dan Murphy's liquor, SSangyong Motors, Business Council of Australia	1.1		1.1	3
14	18	Orchard	Val Morgan Digital, Catholic Healthcare, World Square/JLL, Cover More Insurance	1.0		1.0	5
15	49	M&C Saatchi	Domain	1.0		1.0	1
16	15	Edge	Bupa Dental, Bupa Optical and Hearing	0.9		0.9	2
17	20	Common Ventures	Tarocash, Bank Australia	0.9		0.9	2
18	16	Isobar	Finance Client	0.8		0.8	6
19	17	The Wired Agency	St Luke's Care digital	0.8		0.8	2
20	19	LOUD	Lipton Project	0.7		0.7	2
2020(Jan-Aug)						55.9	148
2019(Jan-Aug)						59.8	213
YoY Comparison:						-6.6%	-30.5%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Aug 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	Initiative	Pernod Ricard, Aussie Home Loans, Genuine Parts Company, Repco	2.5		2.5	5
2	1	PHD	Bayer Digital, Diageo, Spotlight Group	2.7	Tiktok	2.5	8
3	3	Starcom	Confidential Client	2.3		2.3	2
4	4	Wavemaker	Mutti, Mondelez, Network 10, NETFLIX	2.1	Energizer	2.0	4
5	5	Omnicom Media Group	Johnson & Johnson	1.8		1.8	1
6	6	Zenith	Tiktok, The Y, Kellogg's, Pfizer, H&M	1.7		1.7	9
7	7	Carat	Pandora jewellery, Tip Top Bakeries	1.2		1.2	11
8	8	Spark Foundry	Silverseas Cruises, My Muscle Chef	1.4	Network 10	0.9	4
9	9	Ikon	Myer	1.5	Pandora jewellery	0.9	1
10	10	Haystac	Girl Guides Victoria, Bensons Trading	0.4		0.4	2
11	11	OMD	Invocare, Q Super, Destination Goldcoast, UNSW	0.8	SK Magic	0.3	7
12	12	Binge	Binge Project	0.3		0.3	1
13	13	Thinkerbell	SsangYong Australia	0.3		0.3	1
14	14	Murmur	Naturalena	0.3		0.3	1
15	15	QMS Media	the City of Sydney	0.3		0.3	1
16	16	dentsu X	Education Client	0.2		0.2	1
17	17	SPEED	Voyages	0.2		0.2	1
18	18	Audience Group	Queensland Ballet	0.2		0.2	1
19	19	Vizeum	Afterpay Limited Project	0.1		0.1	7
20	20	MediaCom	Hasbro	0.4	Genuine Parts Company	0.1	2
2020(Jan-Aug)						15.9	77
2019(Jan-Aug)						29.5	134
YoY Comparison:						-46.2%	-42.5%
2020 Creative & Media (Jan-Aug)						71.7	225
2019 Creative & Media (Jan-Aug)						89.3	347
YoY Comparison:						-19.7%	-35.2%

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 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.