

## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / July 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	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	
3	3	TBWA	Coles, Emerald Foods, New Zealand Natural	4.8		4.5	3	
4	4	Channel T	Australian liquor marketers, Ego Pharma, Sorbent	4.2		4.2	8	
5	5	BBDO	Brookvale Union, Tourism Tasmania Digital, Demazin, Streets Blue Ribbon	2.6		2.6	5	
6	10	The Monkeys	Open Colleges, Tourism Western Australia, Rebel	2.3		2.3	4	
7	6	Saatchi & Saatchi	Ampol, Foxtel, Fight Food Waste CRC Project	2.0		2.0	4	
8	9	72andSunny	Tooheys Extra Dry	1.8		1.8	3	
9	7	MullenLowe Group	Citi	1.5		1.5	2	
10	8	Grey Group	Danone Nutricia adult health, Place Management NSW, GSK Consumer Healthcare digital and social	1.4		1.4	3	
11	37	Special Group	Optus, Bonds	1.8	Amaysim	1.3	3	
12	11	Ogilvy	Uncle Toby's cereals	1.3		1.3	2	
13	13	Wunderman Thompson	Transport for NSW - Taxi's Project	1.2		1.2	10	
14	12	ThinkerBell	Darr Wirrripys liquor, Ssangyong Motors, Business Council of Australia	1.1		1.1	3	
15	14	Edge	Bupa Dental, Bupa Optical and Hearing	0.9		0.9	2	
16	15	Isobar	Finance Client	0.8		0.8	6	
17	16	The Wired Agency	St Luke's Care digital	0.8		0.8	2	
18	46	Orchard	Catholic Healthcare, World Square/JLL, Cover More Insurance	0.8		0.8	4	
19	17	LOUD	Lipton Project	0.7		0.7	2	
20	18	Common Ventures	Tarocash	0.5		0.5	1	
						2020(Jan-Jul)	53.3	134
						2019(Jan-Jul)	51.3	186
						YoY Comparison:	4.0%	-28.0%

## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / July 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	PHD	Bayer Digital, Diageo, Spotlight Group	2.7		2.7	8	
2	1	Initiative	Pernod Ricard, Aussie Home Loans, Genuine Parts Company, Repco	2.5		2.5	5	
3	3	Starcom	Confidential Client	2.3		2.3	2	
4	5	Wavemaker	Mondelez, Network 10, NETFLIX	2.0	Energizer	1.9	3	
5	4	Omnicom Media Group	Johnson & Johnson	1.8		1.8	1	
6	16	Zenith	The Y, Kellogg's, Pfizer, H&M	1.6		1.6	8	
7	6	Carat	Pandora jewellery, Tip Top Bakeries	1.2		1.2	11	
8	7	Spark Foundry	Silverseas Cruises, My Muscle Chef	1.4	Network 10	0.9	4	
9	8	Ikon	Myer	1.5	Pandora jewellery	0.9	1	
10	9	Haystac	Girl Guides Victoria, Bensons Trading	0.4		0.4	2	
11	10	OMD	Invocare, Q Super, Destination Goldcoast, UNSW	0.8	SK Magic	0.3	7	
12	11	Binge	Binge Project	0.3		0.3	1	
13	12	Thinkerbell	SsangYong Australia	0.3		0.3	1	
14	13	Murmur	Naturalena	0.3		0.3	1	
15	14	QMS Media	the City of Sydney	0.3		0.3	1	
16	15	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-Jul)	15.8	75
						2019(Jan-Jul)	23.6	96
						YoY Comparison:	-32.9%	-21.9%
						2020 Creative & Media (Jan-Jul)	69.1	209
						2019 Creative & Media (Jan-Jul)	74.8	282
						YoY Comparison:	-7.6%	-25.9%

### 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.