



## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Oct 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	J&J, Dulux, LinkedIn, Netflix Project, Kmart	15.7	Foxtel	13.7	11	
2	4	Cummins & Partners	Energy Australia, Nufarm, Klorane, Adore Beauty, Libra, Red Cross Humanitarian, Sapporo	8.1	Tourism Western Australia	7.6	19	
3	3	TBWA	Coles, Emerald Foods, New Zealand Natural, Horticulture Innovation	5.3		5.3	4	
4	2	Isobar	Finance Client	5.1		5.1	19	
5	6	BBDO	Google, iNova Pharmaceuticals, Seafood Industry, Stake, Weis	4.9		4.9	12	
6	5	Channel T	Australian liquor marketers, Ego Pharma, Sorbent	4.2		4.2	8	
7	7	72andSunny	Google, Freedom Foods, Netflix ProjectTooheys Extra Dry, Sendle	3.3		3.3	6	
8	8	The Monkeys	Open Colleges, Tourism Western Australia, Rebel	2.3		2.3	4	
9	10	Grey Group	Red Rooster digital, WWF, GSK Digital Project, WSU - August Open Day Project	2.2		2.182	9	
10	9	Saatchi & Saatchi	Ampol, Foxtel, Fight Food Waste CRC Project	2.0		2.0	4	
11	16	M&C Saatchi	Domain, Big W	2.0		2.0	2	
12	11	MullenLowe Group	Citi, Bayer Consumer Health, Cancer Council WA	1.6		1.6	4	
13	12	Ogilvy	Uncle Toby's cereals	1.3		1.3	2	
14	13	Wunderman Thompson	Transport for NSW - Taxi's Project	1.2		1.2	10	
15	14	ThinkerBell	Dan Murphy's liquor, SSangyong Motors, Business Council of Australia	1.1		1.1	3	
16	15	Orchard	Val Morgan Digital, Catholic Healthcare, World Square/JLL, Cover More Insurance	1.0		1.0	5	
17	17	Edge	Bupa Dental, Bupa Optical and Hearing	0.9		0.9	2	
18	18	Common Ventures	Tarocash, Bank Australia	0.9		0.9	2	
19	19	The Wired Agency	St Luke's Care digital	0.8		0.8	2	
20	21	CHE Proximity		0.7		0.7	2	
						2020(Jan-Oct)	70.7	207
						2019(Jan-Oct)	72.2	265
						YoY Comparison:	-2.1%	-21.9%

## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Oct 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	8	Spark Foundry	Westpac, Silverseas Cruises, My Muscle Chef	5.2	Network 10	4.6	5
2	1	PHD	Bayer Digital, Diageo, Spotlight Group	3.0	Tiktok	2.8	9
3	2	Initiative	Pernod Ricard, Aussie Home Loans, Genuine Parts Company, Repco	2.5		2.5	5
4	3	Starcom	Miele, Metricon Homes	2.6		2.5	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	1.4		1.4	18
8	9	Ikon	Myer	1.5	Amart Furniture	0.6	1
9	10	dentsu X	Pharma Science Australia	0.5		0.5	2
10	11	OMD	Invocare, Q Super, Destination Goldcoast, UNSW	1.0	SK Magic	0.5	8
11	12	Haystac	Girl Guides Victoria, Bensons Trading	0.4		0.4	2
12	21	Havas Media	Body Shop	0.5	Emirates Airlines	0.4	1
13	13	Binge	Binge Project	0.3		0.3	1
14	14	Thinkerbell	SsangYong Australia	0.3		0.3	1
15	15	Murmur	Naturalena	0.3		0.3	1
16	16	QMS Media	the City of Sydney	0.3		0.3	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	8
20	20	MediaCom	Hasbro	0.4	Genuine Parts Company	0.1	3

2020(Jan-Oct)	16.4	101
2019(Jan-Oct)	34.6	156
YoY Comparison:	-52.5%	-35.3%

2020 Creative & Media (Jan-Oct)	87.1	308
2019 Creative & Media (Jan-Oct)	106.8	421
YoY Comparison:	-18.4%	-26.8%

### 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.