

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Nov 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	16.3	Foxtel	14.3	13	
2	2	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	4	Isobar	Finance Client	5.1		5.1	19	
5	15	ThinkerBell	BUPA, Dan Murphy's liquor, SSangyong Motors, Business Council of Australia	5.1		5.1	4	
6	43	Digitas	McDonald's, Miele Project, Solid Start Project	4.9		4.9	17	
7	5	BBD0	Google, iNova Pharmaceuticals, Seafood Industry, Stake, Weis	4.9		4.9	12	
8	11	M&C Saatchi	Vic Government, Domain, Big W	4.6		4.6	7	
9	6	Channel T	Australian liquor marketers, Ego Pharma, Sorbent	4.2		4.158	8	
10	7	72andSunny	Google, Freedom Foods, Netflix Project, Toohies Extra Dry, Sandle	3.3		3.3	6	
11	10	Saatchi & Saatchi	Navitas, Ampol, Foxtel, Fight Food Waste CRC Project	2.6		2.6	7	
12	8	The Monkeys	Open Colleges, Tourism Western Australia, Rebel	2.3		2.3	4	
13	9	Grey Group	Red Rooster digital, WWF, GSK Digital Project, WSU - August Open Day Project	2.2		2.2	9	
14	12	MullenLowe Group	Citi, Bayer Consumer Health, Cancer Council WA, HBF	2.1		2.1	5	
15	-	R/GA	Google Australia, Aussie Ethical Super	2.1		2.1	6	
16	13	Ogilvy	Uncle Toby's cereals	1.3		1.3	2	
17	14	Wunderman Thompson	Transport for NSW - Taxi's Project	1.2		1.2	10	
18	16	Orchard	Val Morgan Digital, Catholic Healthcare, World Square/JLL, Cover More Insurance	1.0		1.0	5	
19	17	Edge	Bupa Dental, Bupa Optical and Hearing	0.9		0.9	2	
20	21	Publicis	Visa Production, Sanofi, Tourism and Events Qld Project, Cross River Rail Project	0.9		0.9	10	
						2020(Jan-Nov)	86.3	256
						2019(Jan-Nov)	79.2	288
						YoY Comparison:	8.9%	-11.1%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Nov 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	Spark Foundry	Clarins, Westpac, Silverseas Cruises, My Muscle Chef	5.4	Network 10	4.8	7
2	2	PHD	Best Friends Pets, Bayer Digital, Diageo, Spotlight Group	3.0	Tiktok	2.8	10
3	3	Initiative	Pernod Ricard, Aussie Home Loans, Genuine Parts Company, Repco	2.5		2.5	5
4	4	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	Energy Australia	1.2	18
8	-	Atomic 212	BMW, Mini	0.8		0.8	1
9	8	Ikon	Myer	1.5	Amart Furniture	0.6	1
10	9	dentsu X	Pharma Science Australia	0.5		0.5	2
11	11	Haystac	Girl Guides Victoria, Bensons Trading	0.4		0.4	2
12	12	Havas Media	Body Shop	0.5	Emirates Airlines	0.4	1
13	22	Universal McCann	HBF, Emirates Airlines, Energizer	2.1	Johnson & Johnson	0.3	5
14	13	Binge	Binge Project	0.3		0.3	1
15	14	Thinkerbell	SsangYong Australia	0.3		0.3	1
16	15	Murmur	Naturalena	0.3		0.3	1
17	16	QMS Media	the City of Sydney	0.3		0.3	1
18	-	Cummins & Partners	Energy Australia	0.3		0.3	1
19	17	SPEED	Voyages	0.2		0.2	1
20	18	Audience Group	Queensland Ballet	0.2		0.2	1

2020(Jan-Nov)	17.6	112
2019(Jan-Nov)	37.5	163
YoY Comparison:	-53.1%	-31.3%

2020 Creative & Media (Jan-Nov)	103.8	368
2019 Creative & Media (Jan-Nov)	116.7	451
YoY Comparison:	-11.0%	-18.4%

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.