

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Dec 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	Coles Supermarkets, J&J, Dulux, LinkedIn, Netflix Project, Kmart	25.8	Foxtel	23.8	18	
2	2	Cummins & Partners	Energy Australia, Nufarm, Klorane, Adore Beauty, Libra, Red Cross Humanitarian, Sapporo	8.1	Tourism Western Australia	6.8	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	5	ThinkerBell	BUPA, Dan Murphy's liquor, SSangyong Motors, Business Council of Australia	5.1		5.1	4	
6	7	BBDO	Google, iNova Pharmaceuticals, Seafood Industry, Stake, Weis	4.9		4.9	12	
7	8	M&C Saatchi	Vic Government, Domain, Big W	4.6		4.6	7	
8	6	Digitas	Novo, Dentismile/Dspa, McDonald's, Miele Project, Solid Start Project	4.5		4.5	19	
9	9	Channel T	Australian liquor marketers, Ego Pharma, Sorbent	4.2		4.158	8	
10	11	Saatchi & Saatchi	Cemoy Project, Dettol Project, Navitas, Ampol, Foxtel, Fight Food Waste CRC Project	3.8		3.8	11	
11	10	72andSunny	Google, Freedom Foods, Netflix Project, Tooheys Extra Dry, Sandle	3.3		3.3	6	
12	12	The Monkeys	Open Colleges, Tourism Western Australia, Rebel	2.3		2.3	4	
13	13	Grey Group	Red Rooster digital, WWF, GSK Digital Project, WSU - August Open Day Project	2.2		2.2	9	
14	14	MullenLowe Group	Citi, Bayer Consumer Health, Cancer Council WA, HBF	2.1		2.1	5	
15	15	R/GA	Google Australia, Aussie Ethical Super	2.1		2.1	6	
16	16	Ogilvy	NSW Fire & Rescue, Uncle Toby's cereals	1.6		1.6	3	
17	46	BWM Dentsu	Bank of Queensland Limited Project	2.3		1.5	22	
18	17	Wunderman Thompson	Transport for NSW - Taxi's Project	1.2		1.2	10	
19	18	Orchard	Val Morgan Digital, Catholic Healthcare, World Square/JLL, Cover More Insurance	1.0		1.0	5	
20	19	Edge	Bupa Dental, Bupa Optical and Hearing	0.9		0.9	2	
						2020 (Jan-Dec)	99.1	266
						2019 (Jan-Dec)	90.6	334
						YoY Comparison:	9.4%	-20.4%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Dec 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	6	Zenith	Tiktok, The Y, Kellogg's, Pfizer, H&M	1.8		1.8	10
6	7	Carat	The Today Business, Aveo Group, Pandora jewellery, Tip Top Bakeries	2.0	Energy Australia	1.8	30
7	5	Omnicom Media Group	Johnson & Johnson	1.8		1.8	1
8	21	MediaCom	Hasbro	2.0	Genuine Parts Company	1.7	4
9	8	Atomic 212	BMW, Mini	0.8		0.8	1
10	10	dentsu X	Pharma Science Australia, Galderma Laboratories	0.7		0.7	3
11	9	Ikon	Myer	1.5	Amart Furniture	0.6	1
12	22	OMD	Dulux, Invocare, Q Super, Destination Goldcoast, UNSW	2.1	SK Magic	0.4	11
13	11	Haystac	Girl Guides Victoria, Bensons Trading	0.4		0.4	2
14	12	Havas Media	Body Shop	0.5	Emirates Airlines	0.4	1
15	13	Universal McCann	HBF, Emirates Airlines, Energizer	2.1	Johnson & Johnson	0.3	5
16	14	Binge	Binge Project	0.3		0.3	1
17	15	Thinkerbell	SsangYong Australia	0.3		0.3	1
18	16	Murmur	Naturalena	0.3		0.3	1
19	17	QMS Media	the City of Sydney	0.3		0.3	1
20	18	Cummins & Partners	Energy Australia	0.3		0.3	1

2020 (Jan-Dec)	20.8	134
2019 (Jan-Dec)	38.8	171
YoY Comparison:	-46.2%	-21.6%

2020 Creative & Media (Jan-Dec)	120.0	400
2019 Creative & Media (Jan-Dec)	129.4	505
YoY Comparison:	-7.2%	-20.8%

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 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.