

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Jan 2021

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	-	Apparent	Healius, Intersystems, Rosemary Health	1.6		1.6	4
2	18	Wunderman Thompson	Government Client	1.5		1.5	4
3	7	M&C Saatchi	Origin Energy, Bingo Industries	1.4		1.4	2
4	14	MullenLowe Group	НВГ	1.2		1.2	1
5		Society	Woolworths	1.0		1.0	1
6	26	Leo Burnett	Case IH, Case New Holland	0.8		0.8	2
7	5	ThinkerBell	Ladbrokes, Furphy, Fitness First	0.5		0.5	8
8	57	AnalogFolk	Hort Innovation - Digital Project, Rekorderlig Social Media, Bayer Project	0.2		0.2	4
9	16	Ogilvy	Bayside City Council Project	0.1		0.075	1
10	8	Digitas	Snooze	0.1		0.1	1
11	36	VCCP		0.0	Fitness First	-0.1	0
12	92	VMLY&R		0.0	Furphy	-0.1	0
13	10	Saatchi & Saatchi		0.0	Ladbrokes	-0.3	0
					2021 Jan	7.9	28

2021 Jan: 7.9 28
2020 Jan: 5.6 16

YoY Comparison: 40.7% 75.0%

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2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Jan 2021

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	14	Havas Media	TK Maxx	0.3		0.3	1
2	-	Bohemia	Chemist2U	0.2		0.2	1
3	23	Performics Mercerbell	Prezzee, New England High Country (Inverell Shire) Project	0.0		0.0	2
					2021 Jan:	0.5	5
					2020 Jan:	2.0	8
					YoY Comparison:	-74.6%	-37.5%
					2021 Creative & Media (Jan)	8.4	33
					2020 Creative & Media (Jan)		24
					YoY Comparison:	10.1%	37.5%

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 R0I.

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