

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Feb 2021

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | RECENT WINS | ESTIMATED YTD WIN REVENUE (USD \$ m) | RECENT LOSSES | ESTIMATED OVERALL YTD REVENUE (USD Sm) | No.of Wins |
|--------------------|--------------------|--------------------|--|--------------------------------------|----------------|--|---------------|
| 1 | 1 | Apparent | Healius, Intersystems, Rosemary Health | 1.6 | | 1.6 | 4 |
| 2 | 2 | Wunderman Thompson | Government Client | 1.5 | | 1.5 | 4 |
| 3 | 6 | Leo Burnett | Case IH, Case New Holland, CHN Industrial, Diageo Project, Whealthfields Project | 1.4 | | 1.4 | 5 |
| 4 | 4 | MullenLowe Group | НВГ | 1.2 | | 1.2 | 1 |
| 5 | 5 | Society | Woolworths | 1.0 | | 1.0 | 1 |
| 6 | 3 | M&C Saatchi | Origin Energy, Bingo Industries | 1.4 | Echo | 0.9 | 2 |
| 7 | 7 | ThinkerBell | CGU, Ladbrokes, Furphy, Fitness First | 0.6 | | 0.6 | 9 |
| 8 | - | Ekstasy | Echo | 0.5 | | 0.5 | 1 |
| 9 | - | The Wired Agency | Korean Tourism Digital & Social | 0.5 | | 0.5 | 1 |
| 10 | - | Howatson + White | Allianz | 0.4 | | 0.4 | 1 |
| 11 | 8 | AnalogFolk | Hort Innovation - Digital Project, Rekorderlig Social Media, Bayer Project | 0.2 | | 0.2 | 4 |
| 12 | 10 | Digitas | Snooze, Lactalis Project, SBS Project, Snooze Project | 0.1 | | 0.1 | 5 |
| 13 | 9 | Ogilvy | Bayside City Council Project | 0.1 | | 0.1 | 1 |
| 14 | | Healthcare | GSK - Xejula Project | 0.0 | | 0.0 | 1 |
| 15 | 11 | VCCP | | 0.0 | Fitness First | -0.1 | 0 |
| 16 | 12 | VMLY&R | | 0.0 | Furphy | -0.1 | 0 |
| 17 | 13 | Saatchi & Saatchi | | 0.0 | Ladbrokes | -0.3 | 0 |
| | | | | | | | |
| | | | | | 2021 (Jan-Feb) | 9.5 | 40 |
| | | | | | | | |

2021 (Jan-Feb): 9.5 40
2020 (Jan-Feb): 7.2 26
YoY Comparison: 40.7% 75.0%

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2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Feb 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 | 16 | OMD | Victorian Government | 3.0 | | 3.0 | 1 |
| 2 | 1 | Havas Media | TK Maxx, Australian Institute of Company Directors | 0.5 | | 0.5 | 2 |
| 3 | 2 | Bohemia | Chemist2U | 0.2 | | 0.2 | 1 |
| 4 | 3 | Performics Mercerbell | Prezzee, New England High Country (Inverell Shire) Project | 0.2 | | 0.2 | 3 |
| 5 | 4 | Mindshare | Alibaba (Tmall), Village Cinema SEO Project | 0.2 | | 0.2 | 5 |
| 6 | - | Resolution Digital | Victoria University | 0.2 | | 0.2 | 1 |
| 7 | 18 | Universal McCann | Freedom Foods - MilkLab | 0.0 | | 0.0 | 1 |
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| | | | | | 2021 (Jan-Feb): | 1.0 | 14 |
| | | | | | 2020 (Jan-Feb): | 5.4 | 20 |
| | | | | | YoY Comparison: | -74.6% | -37.5% |
| | | | | | | | |
| | | | | | 2021 Creative & Media (Jan-Feb) | 10.5 | 54 |
| | | | | | 2020 Creative & Media (Jan-Feb) | 12.6 | 46 |

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.cor 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.

YoY Comparison:

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