



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Mar 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	7	ThinkerBell	Repco ANZ, CGU, Ladbrokes, Furphy, Fitness First	6.7		6.7	10
2	3	Leo Burnett	Case IH, Case New Holland, CHN Industrial, Diageo Project, Wheathfields Project	3.1		3.1	9
3	2	Wunderman Thompson	Government Client	2.4		2.4	8
4	-	Publicis	Autism Queensland Project	1.8		1.8	2
5	1	Apparent	Healius, Intersystems, Rosemary Health	1.6		1.6	4
6	4	MullenLowe Group	HBF	1.2		1.2	1
7	-	Havas Worldwide	FESS, HUMM Project, WINC Project	1.2		1.2	4
8	5	Society	Woolworths	1.0		1.0	1
9	6	M&C Saatchi	Origin Energy, Bingo Industries	1.4	Echo	0.9	2
10	-	Grey Group	TheFork Australia, Amazon Echo Project	0.5		0.5	3
11	8	Ekstasy	Echo	0.5		0.5	1
12	9	The Wired Agency	Korean Tourism Digital & Social	0.5		0.5	1
13	12	Digitas	Snooze, Lactalis Project, SBS Project, Snooze Project	0.5		0.5	6
14	-	Milk & Honey United	James Squire	0.4		0.4	1
15	10	Howatson + White	Allianz	0.4		0.4	1
16	-	McCann Worldgroup	Just Eat Takeaway.com	0.3		0.3	1
17	11	AnalogFolk	Hort Innovation - Digital Project, Rekorderlig Social Media, Bayer Project	0.2		0.2	4
18	13	Ogilvy	Bayside City Council Project	0.1		0.1	1
19	14	Healthcare	GSK - Xejula Project	0.0		0.0	1
20	15	VCCP		0.0	Fitness First	-0.6	0
2021 (Jan-Mar):						19.4	61
2020 (Jan-Mar):						7.2	26
YoY Comparison:						40.7%	75.0%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Mar 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	8	Spark Foundry	Toyota	4.2		4.2	3
2	1	OMD	Victorian Government	3.0		3.0	1
3	9	PHD	Google	2.5		2.5	3
4	-	Pivotus	Snap Fitness, Australian Building Company	0.5		0.5	2
5	10	Starcom	Tourism Client	0.4		0.4	1
6	2	Havas Media	Ola Group, TK Maxx, Australian Institute of Company Directors	0.6		0.3	3
7	4	Performics Mercerbell	Prezzee, New England High Country (Inverell Shire) Project	0.2		0.2	4
8	3	Bohemia	Chemist2U	0.2		0.2	1
9	29	Initiative	Plush Furniture, Spirit Superannuation	0.8		0.2	4
10	5	Mindshare	Alibaba (Tmall), Village Cinema SEO Project	0.2		0.2	5
11	6	Resolution Digital	Victoria University	0.2		0.2	1
12	12	Carat	Finance Client	0.4	Spirit Superannuation	0.1	3
13	26	iProspect	Finance Client	0.1		0.1	1
14	11	Zenith	Pet Culture	0.1		0.1	1
15	27	Wavemaker	Confidential Client	0.1		0.1	1
16	7	Universal McCann	Freedom Foods - MilkLab	0.0		0.0	1

2021 (Jan-Mar):	12.2	35
2020 (Jan-Mar):	6.6	31
YoY Comparison:	-74.6%	-37.5%

2021 Creative & Media (Jan-Mar)	31.6	96
2020 Creative & Media (Jan-Mar)	13.8	57
YoY Comparison:	128.9%	68.4%

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.