



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / May 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	1	ThinkerBell	REA Project, Australia Ballet Project, Cerebral Palsy Australia Project	9.0		9.0	19
2	2	Special Group	ANZ Bank	4.0		4.0	1
3	3	BMF	Sydney Morning Herald, The Age, Petbarn	3.5		3.5	5
4	4	Leo Burnett	Case IH, Case New Holland, CHN Industrial, Sydney WorldPride Project	3.1		3.1	10
5	-	Cummins & Partners	NSW Treasury, FS8, F45, Stoneleigh, Medmate	3.1	Specsavers	2.6	
6	5	Wunderman Thompson	Government Client	2.4		2.4	8
7	8	M&C Saatchi	Royal Melbourne Show Project, Musson Jewellers Project	1.9	Echo	1.9	10
8	6	Publicis	Autism Queensland Project	1.8		1.8	2
9	7	Apparent	Healius, Intersystems, Rosemary Health	1.6		1.6	4
10	9	MullenLowe Group	HBF	1.2		1.2	1
11	10	Havas Worldwide	FESS, HUMM Project, WINC Project	1.2		1.2	4
12	11	Society	Woolworths	1.0		1.0	1
13	12	DDB	Proximo, New Balance, CT Freight Projects	0.9		0.9	3
14	18	Howatson + White	Allianz	0.7		0.7	2
15	14	The Wired Agency	Korean Tourism Digital & Social	0.5		0.5	1
16	15	AJF Partnership	Specsavers	0.5		0.5	1
17	-	Wunderman Thompson	Click Frenzy	0.5		0.5	
18	16	Digitas	Snooze, Lactalis Project, SBS Project, Snooze Project	0.5		0.5	6
19	17	Milk & Honey United	James Squire	0.4		0.4	1
20	-	Slik	Active Super Digital	0.4		0.4	
2021 (Jan-May):						35.8	90
2020 (Jan-May):						36.7	84
YoY Comparison:						40.7%	75.0%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / May 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	1	Spark Foundry	Toyota	4.2		4.2	4
2	2	OMD	Victorian Government, Canva	3.9		3.9	2
3	3	PHD	Google	2.5		2.5	3
4	4	Carat	General Motors Specialty Vehicles, South Australia Tourism	1.4	Curtin University	1.0	5
5	5	Pivotus	Snap Fitness, Australian Building Company	0.5		0.5	2
6	6	Havas Media	Brick Lane Brewing, Starward	0.8		0.5	5
7	12	Mindshare	Click Frenzy, Alibaba (Tmall), Village Cinema SEO Project	0.4		0.4	6
8	7	Starcom	Tourism Client	0.4		0.4	1
9		Match & Wood	Curtin University,	0.3		0.3	2
10	8	Ryvalmedia	MYOB	0.3		0.3	1
11		CHE Proximity	MyState Bank	0.3		0.3	1
12	9	Performics Mercerbell	Prezsee, New England High Country (Inverell Shire) Project	0.2		0.2	4
13	10	Bohemia	Chemist2U	0.2		0.2	1
14		Agnes Media	Zolo	0.2		0.2	1
15	11	Initiative	Plush Furniture, Spirit Superannuation	0.8		0.2	4
16	13	Resolution Digital	Victoria University	0.2		0.2	1
17	14	Zenith	Pet Culture	0.1		0.1	1
18	15	Universal McCann	Freedom Foods - MilkLab	0.0		0.0	1

2021 (Jan-May):	15.3	45
2020 (Jan-May):	11.8	48
YoY Comparison:	-74.6%	-37.5%

2021 Creative & Media (Jan-May)	51.1	135
2020 Creative & Media (Jan-May)	48.5	132
YoY Comparison:	5.4%	2.3%

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.