



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Jun 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	30	Clemenger BBDO	Tabtouch, NSW Govt, Sydney Water	6.1		6.1	6
3	2	Special Group	ANZ Bank	4.0		4.0	1
4	3	BMF	Tabtouch, NSW Govt, Sydney Water	3.8		3.8	8
5	4	Leo Burnett	Case IH, Case New Holland, CHN Industrial, Sydney WorldPride Project	3.1		3.1	10
6	6	Wunderman Thompson	Government Client	2.9		2.9	9
7	5	Cummins & Partners	NSW Treasury, FS8, F45, Stoneleigh, Medmate	3.1	Specsavers	2.6	9
8	11	Havas Worldwide	CDC NSW Project, NOVARTIS Project, BioPlus	3.2	Sydney Water	2.2	9
9	7	M&C Saatchi	Royal Melbourne Show Project, Musson Jewellers Project	1.9	Echo	1.9	10
10	8	Publicis	Autism Queensland Project	1.8		1.8	2
11	9	Apparent	Healius, Intersystems, Rosemary Health	1.6		1.6	4
12	10	MullenLowe Group	HBF	1.2		1.2	1
13	12	Society	Woolworths	1.0		1.0	1
14	-	The Works	LG Electronics	1.0		1.0	1
15	13	DDB	Proximo, New Balance, CT Freight Projects	0.9		0.9	3
16	14	Howatson + White	Allianz	0.7		0.7	2
17	15	The Wired Agency	Korean Tourism Digital & Social	0.5		0.5	1
18	16	AJF Partnership	Specsavers	0.5		0.5	1
19	18	Digitas	Snooze, Lactalis Project, SBS Project, Snooze Project	0.5		0.5	6
20	19	Milk & Honey United	James Squire	0.4		0.4	1
2021 (Jan-Jun):						40.3	118
2020 (Jan-Jun):						49.1	121
YoY Comparison:						40.7%	75.0%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Jun 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	Initiative	Insurance Australia Group, Afterpay, Quest Apartments	6.1		5.5	8
2	2	OMD	Maven Dental, Belong, Victorian Government, Canva	4.9		4.9	4
3	1	Spark Foundry	Toyota	4.2		4.2	4
4	3	PHD	Google	2.5		2.5	3
5	-	Trio	PepsiCo	2.1		2.1	1
6	4	Carat	General Motors Specialty Vehicles, South Australia Tourism	2.5	Curtin University	2.0	12
7	5	Kaimera	BritBox, Campos Coffee, Aston Martin, My Muscle Chef, MedAdvisor	0.7		0.7	5
8	6	Pivotus	Snap Fitness, Australian Building Company	0.5		0.5	2
9	7	Havas Media	Brick Lane Brewing, Starward	0.8		0.5	5
10	17	Resolution Digital	Victoria University, SCA Listnr, Precision Group Project, PwC Project	0.5		0.5	5
11	11	Ryvalmedia	MYOB, Openpay	0.4		0.4	2
12	9	Starcom	Tourism Client	0.4		0.4	1
13	22	dentsu X	Galderma S.A., FUJIFILM	0.3		0.3	2
14	10	Match & Wood	Curtin University	0.3		0.3	2
15	12	CHE Proximity	MyState Bank	0.3		0.3	1
16	18	Zenith	Pet Culture	0.2		0.2	4
17	13	Performics Mercerbell	Prezsee, New England High Country (Inverell Shire) Project	0.2		0.2	4
18	14	Bohemia	Chemist2U	0.2		0.2	1
19	15	Agnes Media	Zolo	0.2		0.2	1
20	19	Universal McCann	Freedom Foods - MilkLab	0.0		0.0	1

2021 (Jan-Jun):	26.1	68
2020 (Jan-Jun):	13.9	62
YoY Comparison:	-74.6%	-37.5%

2021 Creative & Media (Jan-Jun)	66.4	186
2020 Creative & Media (Jan-Jun)	63.0	183
YoY Comparison:	5.4%	1.6%

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.