



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Jul 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	Universities Australia Project, Systema AI Project, Paytime Project	9.0		9.0	22
2	2	Clemenger BBDO	Tabtouch, NSW Govt, Sydney Water	6.1	National Australia Bank	5.1	6
3	3	Special Group	ANZ Bank	4.0		4.0	1
4	6	Wunderman Thompson	University of Melbourne	3.9		3.9	12
5	4	BMF	Hipages, NSW Road Safety project, Federal Govt project	3.8		3.8	8
6	11	Apparent	DataRobot projects, Silver Chain Group digital, Australian Cricket Association project	3.7		3.7	8
7	5	Leo Burnett	Case IH, Case New Holland, CHN Industrial, Sydney WorldPride Project	3.2	GIO insurance	2.7	11
8	8	Havas Worldwide	Nivea Social, CDC NSW Project, NOVARTIS Project, BioPlus	3.7	Sydney Water	2.7	10
9	7	Cummins & Partners	NSW Treasury, FS8, F45, Stoneleigh, Medmate	3.1	Specsavers	2.6	9
10	9	M&C Saatchi Group	Royal Melbourne Show Project, Musson Jewellers Project	1.9	Echo	1.9	10
11	10	Publicis	Autism Queensland Project	1.8		1.8	2
12	12	MullenLowe Group	HBF, Lotterywest	1.6		1.6	2
13	14	The Works	LG Electronics, WW Weight Watchers	1.5		1.5	2
14	13	Society	Woolworths	1.0		1.0	1
15	15	DDB	Proximo, New Balance, CT Freight Projects	0.9		0.9	3
16	16	Howatson + White	Allianz	0.7		0.7	2
17	-	Archetype	Asus	0.6		0.6	1
18	35	TBWA	National Australia Bank, My Muscle Chef, Phillips	5.0		0.6	10
19	26	Ogilvy	GIO insurance, Bayside City Council Project	0.6		0.6	2
20	17	The Wired Agency	Korean Tourism Digital & Social	0.5		0.5	1
2021 (Jan-Jul):						50.3	146
2020 (Jan-Jul):						53.3	134
YoY Comparison:						-5.7%	9.0%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Jul 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	Initiative	Gulf Western Oil, Insurance Australia Group, Afterpay, Quest Apartments	6.1		5.5	9
2	2	OMD	Maven Dental, Belong, Victorian Government, Canva	5.3		5.3	5
3	4	PHD	Google, Pepsico, Tennis Australia	4.5		4.5	6
4	3	Spark Foundry	Toyota	4.5		4.5	5
5	5	Trio	PepsiCo	2.1		2.1	1
6	34	Wavemaker	L'Oreal	2.7		1.9	3
7	7	Kaimera	BritBox, Campos Coffee, Aston Martin, My Muscle Chef, MedAdvisor	0.7		0.7	5
8	12	Starcom	Bega Foods	0.6		0.6	2
9	8	Pivotus	Snap Fitness, Australian Building Company	0.5		0.5	2
10	10	Resolution Digital	Victoria University, SCA Listnr, Precision Group Project, PwC Project	0.5		0.5	5
11	16	Zenith	Pet Culture, Bundaberg Brewed Drinks	0.5		0.5	5
12	11	Ryvalmedia	MYOB, Openpay	0.4		0.4	2
13	13	dentsu X	Galderma S.A., FUJIFILM	0.3		0.3	2
14	14	Match & Wood	Curtin University	0.3		0.3	2
15	9	Havas Media	Brick Lane Brewing, Starward	0.8	World Vision	0.3	5
16	15	CHE Proximity	MyState Bank	0.3		0.3	1
17	17	Performics Mercerbell	Prezzee, New England High Country (Inverell Shire) Project	0.2		0.2	4
18	18	Bohemia	Chemist2U	0.2		0.2	1
19	19	Agnes Media	Zolo	0.2		0.2	1
20	20	Universal McCann	Freedom Foods - MilkLab	0.0		0.0	1

2021 (Jan-Jul):	28.8	69
2020 (Jan-Jul):	15.8	75
YoY Comparison:	82.1%	-8.0%

2021 Creative & Media (Jan-Jul)	79.1	215
2020 Creative & Media (Jan-Jul)	69.1	209
YoY Comparison:	14.4%	2.9%

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.