



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Sep 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	TBWA	Gatorade, My Muscle Chef, National Australia Bank, Phillips	13.0	ANZ Bank	8.6	12
3	3	Clemenger BBDO	Carnival Cruise Line, Ben & Jerry's, Tabtouch, NSW Govt, Sydney Water	6.5	National Australia Bank	6.0	8
4	4	Wunderman Thompson	University of Melbourne	5.7		5.7	20
5	14	The Works	Destination NSW, LG project, Transport Safety Victoria Project	4.4		4.4	7
6	5	Special Group	ANZ Bank	4.0		4.0	1
7	6	BMF	Hipages, NSW Road Safety project, Federal Govt project	3.8		3.8	8
8	7	Apparent	DataRobot projects, Silver Chain Group digital, Australian Cricket Association project	3.7		3.7	8
9	10	Cummins & Partners	DoorDash, NSW Treasury, FS8, F45, Stoneleigh, Medmate	3.6	Specsavers	3.1	10
10	8	Leo Burnett	Case IH, Case New Holland, CHN Industrial, Sydney WorldPride Project	3.5	GIO insurance	3.0	13
11	9	Havas Worldwide	Nivea Social, CDC NSW Project, NOVARTIS Project, BioPlus	3.7	Sydney Water	2.7	10
12	11	M&C Saatchi Group	COMMONWEALTH BANK, SOLENTO Project, Mindfulness	2.3	Echo	2.3	13
13	12	MullenLowe Group	HBF, Lotterywest, Australia's South West	2.1		2.1	3
14	13	Publicis	Autism Queensland Project	2.1		2.1	3
15	-	The Hero	FLARE, Lumachain, Next Payments	1.3		1.3	65
16	15	Society	Woolworths	1.0		1.0	1
17	16	DDB	Proximo, New Balance, CT Freight Projects	0.9		0.9	3
18	17	Digitas	Snooze, Lactalis Project, SBS Project, Snooze Project	0.7		0.7	7
19	18	Howatson + White	Allianz	0.7		0.7	2
20	32	Ogilvy	Honey Insurance, Evergen, GIO insurance, Bayside City Council Project	1.2		0.7	4
<b>2021 (Jan-Sep):</b>						<b>68.9</b>	<b>247</b>
<b>2020 (Jan-Sep):</b>						<b>62.0</b>	<b>184</b>
<b>YoY Comparison:</b>						<b>11.1%</b>	<b>34.2%</b>



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Sep 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	PHD	Unilever, Google, Pepsico, Tennis Australia	8.5	Bethesda	8.2	7
2	2	OMD	Telstra, Chevron, BoozeBud Project	8.1		8.1	11
3	3	Initiative	Gulf Western Oil, Insurance Australia Group, Afterpay, Quest	6.1		5.6	11
4	4	Spark Foundry	Voyages Indigenous, Toyota	4.7		4.7	8
5	20	Universal McCann	Tourism Australia, Freedom Foods - MilkLab, RACQ, Bethesda	3.8		3.8	5
6	10	Resolution Digital	LG Electronics, Victoria University	3.4		3.4	14
7	6	Wavemaker	Journey Beyond travel, L'Oreal, Perrigo	4.0		3.1	5
8	5	Trio	PepsiCo	2.1		2.1	1
9	8	Starcom	Bega Cheese (Lion Dairy & Drinks)	1.6		1.6	5
10	11	Zenith	Rio Tinto, Pet Culture, Bundaberg Brewed Drinks	0.7		0.7	6
11	7	Kaimera	BritBox, Campos Coffee, Aston Martin, My Muscle Chef,	0.7		0.7	5
12	9	Pivotus	Snap Fitness, Australian Building Company	0.5		0.5	2
13	12	Ryvalmedia	MYOB, Openpay	0.4		0.4	2
14	13	Havas Media	Brick Lane Brewing, Starward Whisky	0.9	World Vision	0.3	6
15	14	dentsu X	Galderma S.A., FUJIFILM	0.3		0.3	2
16	15	Match & Wood	Curtin University	0.3		0.3	2
17	16	CHE Proximity	MyState Bank	0.3		0.3	1
18	17	Performics Mercerbell	Prezsee, New England High Country (Inverell Shire) Project	0.2		0.2	4
19	18	Bohemia	Chemist2U	0.2		0.2	1
20	19	Agnes Media	Zolo	0.2		0.2	1

2021 (Jan-Sep):	44.9	101
2020 (Jan-Sep):	17.0	92
YoY Comparison:	163.6%	9.8%

2021 Creative & Media (Jan-Sep)	113.8	348
2020 Creative & Media (Jan-Sep)	79.1	276
YoY Comparison:	43.9%	26.1%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.