



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Oct 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	5.8		5.8	21	
5	5	The Works	Destination NSW, LG project, Transport Safety Victoria Project	4.4		4.4	7	
6	9	Cummins & Partners	Circles.Life Project, DoorDash, NSW Treasury, FS8, F45, Stoneleigh, Medmate	4.6	Specsavers	4.1	11	
7	6	Special Group	ANZ Bank	4.0		4.0	1	
8	7	BMF	Hipages, NSW Road Safety project, Federal Govt project	3.8		3.8	8	
9	12	M&C Saatchi Group	Hire Up, Western Sydney University, COMMONWEALTH BANK	3.8	Echo	3.8	15	
10	8	Apparent	DataRobot projects, Silver Chain Group digital, Australian Cricket Association project	3.7		3.7	8	
11	14	Publicis	Autism Queensland Project	3.4		3.4	9	
12	10	Leo Burnett	Case IH, Case New Holland, CHN Industrial, Sydney WorldPride Project	3.5	GIO insurance	3.0	13	
13	11	Havas Worldwide	Nivea Social, CDC NSW Project, NOVARTIS Project, BioPlus	3.7	Sydney Water	2.7	10	
14	13	MullenLowe Group	HBF, Lotterywest, Australia's South West	2.1		2.1	3	
15	18	Digitas	Snooze, Lactalis Project, SBS Project, Snooze Project	1.9		1.9	11	
16	15	The Hero	FLARE, Lumachain, Next Payments	1.3		1.3	65	
17	16	Society	Woolworths	1.0		1.0	1	
18	17	DDB	Proximo, New Balance, CT Freight Projects	0.9		0.9	3	
19	19	Howatson + White	Allianz	0.7		0.7	2	
20	20	Ogilvy	Honey_insurance, Evergen, GIO insurance, Bayside City Council Project	1.2		0.7	4	
						2021 (Jan-Oct):	74.2	265
						2020 (Jan-Oct):	70.7	207
						YoY Comparison:	5.0%	28.0%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Oct 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	3	Initiative	Gulf Western Oil, Insurance Australia Group, Afterpay, Quest Apartments	10.4		9.8	15
2	1	PHD	Chanel, Unilever, Google, Pepsico, Tennis Australia	8.8	Bethesda	8.5	8
3	2	OMD	Telstra, Chevron, BoozeBud Project	8.4		8.4	12
4	4	Spark Foundry	Voyages Indigenous, Toyota	4.7		4.7	8
5	7	Wavemaker	Shine Lawyers, Journey Beyond travel, L'Oreal, Perrigo	5.4		4.6	8
6	5	Universal McCann	Tourism Australia, Freedom Foods - MilkLab, RACQ, Bethesda	3.8		3.8	5
7	6	Resolution Digital	LG Electronics, Victoria University	3.4		3.4	14
8	8	Trio	PepsiCo	2.1		2.1	1
9	9	Starcom	Bega Cheese (Lion Dairy & Drinks)	1.6		1.6	5
10	10	Zenith	Rio Tinto, Pet Culture, Bundaberg Brewed Drinks	1.1		1.1	10
11	11	Kaimera	BritBox, Campos Coffee, Aston Martin, My Muscle Chef,	0.7		0.7	5
12	12	Pivotus	Snap Fitness, Australian Building Company	0.5		0.5	2
13	14	Havas Media	Momentum Energy, Brick Lane Brewing, Starward Whisky	1.0	World Vision	0.5	7
14	13	Ryvalmedia	MYOB, Openpay	0.4		0.4	2
15	15	dentsu X	Galderma S.A., FUJIFILM	0.3		0.3	2
16	16	Match & Wood	Curtin University	0.3		0.3	2
17	17	CHE Proximity	MyState Bank	0.3		0.3	1
18	-	Mediahub	circles.life	0.5		0.3	1
19	-	Foundation (Omnicom)	Red Bull	0.3		0.3	1
20	18	Performics Mercerbell	Prezzee, New England High Country (Inverell Shire) Project	0.2		0.2	4

2021 (Jan-Oct):	52.2	117
2020 (Jan-Oct):	16.4	101
YoY Comparison:	217.5%	15.8%

2021 Creative & Media (Jan-Oct)	126.4	382
2020 Creative & Media (Jan-Oct)	87.1	308
YoY Comparison:	45.1%	24.0%

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.