

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Oct 2021

22TBWAGatorade, My Muscle Chef, National Australia Bank, Philips13.0ANZ Bank8.433Clemenger BBDOGarrival Cruise Line, Ben & Jerry's, Tatbucuk, NSW Gord, Sydney Water6.5National Australia Bank6.444Wunderman ThompsonUniversity of Melbourne5.85.85.155The WorksDestination NSW, LG project, Transport Safety Victoria Project4.44.469Cummins & PartnersTreasury, FS8, F45, Stoneleigh, Medmate4.6Specsavers4.476Special GroupANZ Bank4.04.487BMFHipages, NSW Road Safety project, Federal Govt project3.8Echo3.1912M&C Saatchi GroupHire UP, Western Sydney University, COMMONWELTH BANK3.8Echo3.1108ApparentGroup digital, Australian Cricket Association project3.73.31114PublicisAutism Queensland Project, Silver Chain rouget, Nivea Social, CDC NSW Project, Nivea Socia	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
2 1BWA Australia Bank, Phillips 13.0 ANZ Bank 88 3 Clemenger BBD0 Carnival Cruise Line, Ben & Jerry's, Tattocuch, NSW Gor, Sydney Water 6.5 National Australia Bank 6.4 4 4 Wunderman Thompson University of Melbourne 5.8 5.1 5 5 The Works Destination NSW, LG project, Transport Safety Victoria Project 4.4 4.4 6 9 Cummins & Partners Treasury, FSB, F45, Stoneleigh, Medmate 4.6 Specsavers 4.4 7 6 Special Group ANZ Bank 4.0 4.4 8 7 BMF Hipages, NSW Road Safety project, Federal Goxt project 3.8 Echo 3.3 9 12 M&C Saatchi Group Hire Up, Western Sydney University, COMMONWEALTH BANK 3.8 Echo 3.3 10 8 Apparent Group digital, Australian Cricket Association project 3.7 Sidio insurance 3.3 11 14 Publicis Autism Queensland Project 3.4 3.4 3.4 12 10 Leo Burnett Industrial, Sydney WorldPride Project, Snoozet, Lac	1	1	ThinkerBell		9.0		9.0	22
3 Clemenger BBD0 Tabtouch, NSW Govt, Sydney Water 6.5 National Australia Bank 6.5 4 4 Wunderman Thompson University of Melbourne 5.8 5.8 5 The Works Destination NSW, LG project, Transport Safety Virticina Project 4.4 4.4 6 9 Cummins & Partners Treasury, FS8, F45, Stoneleigh, Medmate 4.6 Specsavers 4.3 7 6 Special Group ANZ Bank 4.0 4.4 4.4 8 7 BMF Freederal Goot project, Frederal Goot project 3.8 Echo 3.1 9 12 M&C Saatchi Group Hire Up, Western Sydney University, COMMONWEALTH BANK 3.8 Echo 3.1 10 8 Apparent Group digital, Australian Cricket Association project 3.4 3.4 3.3 11 14 Publicis Autism Queensland Project 3.4 3.4 3.4 12 10 Leo Burnett Industrial, Sydney WorldPride Project, NOVARTIS Project, BioPlus 3.7 Sydney Water 2.2 14 13 MullenLowe Group HEF, Lutterywest, Australia's S	2	2	TBWA		13.0	ANZ Bank	8.6	12
5 5 The Works Destination NSW, LG project, Transport Safety Victoria Project 4.4 4.4 6 9 Cummins & Partners Treasury, FSB, F4S, Stoneleigh, Medmate 4.6 Specsavers 4.4 7 6 Special Group ANZ Bank 4.0 4.1 8 7 BMF Hipages, NSW Road Safety project, Federal Goxt project 3.8 Echo 3.1 9 12 M&C Saatchi Group Hire Up, Western Sydney University, COMMONWEALTH BANK 3.8 Echo 3.1 10 8 Apparent Group digital, Australian Cricket Association project 3.7 3.7 3.3 11 14 Publicis Autism Queensland Project 3.4 3.4 3.4 12 10 Leo Burnett Case IH, Case New Holland, CHN Industrial, Sydney WorldPride 3.5 GIO insurance 3.3 13 11 Havas Worldwide Nivea Social, CDC NSW Project, NOVARTIS Project, BioPlus 3.7 Sydney Water 2.2 14 13 MullenLowe Group West 1.9 1.1 1.4 15 18 Digitas Snoz	3	3	Clemenger BBDO		6.5	National Australia Bank	6.0	8
5 5 Ine Works Transport Safety Victoria Project 4.4 4.4 6 9 Cummins & Partners Treasury, FSB, F45, Stoneleigh, Medmate 4.6 Speciasvers 4.1 7 6 Special Group ANZ Bank 4.0 4.1 8 7 BMF Hipages, NSW Road Safety project, Federal Govt project 3.8 Echo 3.1 9 12 M&C Saatchi Group Hire Up, Western Sydney University, COMMONWEALTH BANK 3.8 Echo 3.1 10 8 Apparent Group digital, Australian Cricket Association project 3.7 Sile 3.1 11 14 Publicis Autism Queensland Project, Project 3.4 3.4 3.1 12 10 Leo Burnett Industrial, Sydney WorldPride Project 3.5 Gl0 insurance Project 3.1 13 11 Havas Worldwide Nivees Social, CDC NSW Project, NOVARTIS Project, BioPlus 3.7 Sydney Water 2.2 14 13 MullenLowe Group HBF, Lotterywest, Australia's South West 2.1 2.1 2.1 15 18 Digitas Snoze Project </td <td>4</td> <td>4</td> <td>Wunderman Thompson</td> <td>University of Melbourne</td> <td>5.8</td> <td></td> <td>5.8</td> <td>21</td>	4	4	Wunderman Thompson	University of Melbourne	5.8		5.8	21
6 9 Cummins & Partners Medmate Treasury, FS8, F45, Stoneleigh, Medmate 4.6 Specsavers 4.4 7 6 Special Group ANZ Bank 4.0 4.0 8 7 BMF Hipages, NSW Road Safety project, Federal Govt project 3.8 Echo 3.1 9 1.2 M&C Saatchi Group Hire Up, Western Sydney University, Group digtal, Australian Cricket 3.7 3.8 Echo 3.1 10 8 Apparent Group digtal, Australian Cricket Association project 3.4 3.7 3.3 11 14 Publicis Autism Queensland Project 3.4 3.4 3.4 12 1.0 Leo Burnett Industrial, Sydney WorldPride Project 3.5 GIO insurance 3.4 13 1.1 Havas Worldwide Nivea Social, CDC NSW Project, NOVARTIS Project, BioPlus 3.7 Sydney Water 2.2 14 1.3 MullenLowe Group HBF, Lotterywest, Australia's South West 2.1 2.1 2.2 15 1.8 Digitas Snooze, Lactalis Project, SIS Project, Snooze Project 1.3 1.4 16	5	5	The Works		4.4		4.4	7
87BMFHipages, NSW Road Safety project, Federal Govt project3.83.1912M&C Saatchi GroupHire Up, Western Sydney University, COMMONWEALTH BANK3.8Echo3.1108ApparentDataRobot projects, Silver Chain Group digital, Australian Cricket Association project3.73.73.31114PublicisAutism Queensland Project3.43.43.41210Leo BurnettCase IH, Case New Holland, CHN Industrial, Sydney WorldPride Project3.5GIO insurance3.11311Havas WorldwideNivea Social, CDC NSW Project, NOVARTIS Project, BioPlus3.7Sydney Water2.11413MullenLowe GroupHBF, Lotterywest, Australia's South West2.12.11.41615The HeroFLARE, Lumachain, Next Payments1.31.11716SocietyWoolworths1.01.41817DDBProximo, New Balance, CT Freight Projects0.90.9	6	9	Cummins & Partners	Treasury, FS8, F45, Stoneleigh,	4.6	Specsavers	4.1	11
87BMFFederal Govt project3.83.8912M&C Saatchi GroupHire Up, Western Sydney University, COMMONWEALTH BANK3.8Echo3.1108ApparentGroup digital, Australian Cricket Association project3.73.31114PublicisAutism Queensland Project3.43.41210Leo BurnettIndustrial, Sydney WorldPride Project3.5GIO insurance3.41311Havas WorldWideNivea Social, CDC NSW Project, NOVARTIS Project, BioPlus3.7Sydney Water2.11413MullenLowe GroupHBF, Lotterywest, Australia's South West2.12.11.11615The HeroFLARE, Lumachain, Next Payments1.31.31716SocietyWoolworths1.00.90.41817DDBProximo, New Balance, CT Freight Projects0.90.9	7	6	Special Group		4.0		4.0	1
912M&C Saatchi Group COMMONWEALTH BANK3.8Echo3.1108ApparentDataRobot projects, Silver Chain Group digital, Australian Cricket Association project3.73.31114PublicisAutism Queensland Project3.43.41210Leo BurnettCase IH, Case New Holland, CHN Industrial, Sydney WorldPride Project3.5GIO insurance3.41311Havas WorldwideNivea Social, CDC NSW Project, NOVARTIS Project, BioPlus3.7Sydney Water2.11413MullenLowe GroupHBF, Lotterywest, Australia's South West2.12.11.11615The HeroFLARE, Lumachain, Next Payments1.31.11716SocietyWoolworths1.01.11817DDBProximo, New Balance, CT Freight Projects0.90.9	8	7	BMF		3.8		3.8	8
108ApparentGroup digital, Australian Cricket Association project3.73.11114PublicisAutism Queensland Project3.43.41210Leo BurnettCase IH, Case New Holland, CHN Industrial, Sydney WorldPride Project3.5GIO insurance3.41311Havas WorldwideNivea Social, CDC NSW Project, NOVARTIS Project, BioPlus3.7Sydney Water2.11413MullenLowe GroupHBF, Lotterywest, Australia's South West2.12.12.11615The HeroFLARE, Lumachain, Next Payments1.31.11716SocietyWoolworths1.01.11817DDBProximo, New Balance, CT Freight Projects0.90.4	9	12	M&C Saatchi Group		3.8	Echo	3.8	15
1210Leo BurnettCase IH, Case New Holland, CHN Industrial, Sydney WorldPride Project3.5GIO insurance3.41311Havas WorldwideNivea Social, CDC NSW Project, NOVARTIS Project, BioPlus3.7Sydney Water2.11413MullenLowe GroupHBF, Lotterywest, Australia's South West2.12.11518DigitasSnoze, Lactalis Project, SBS Project, Snoze Project1.91.41615The HeroFLARE, Lumachain, Next Payments1.31.11716SocietyWoolworths1.01.41817DDBProximo, New Balance, CT Freight Projects0.90.4	10	8	Apparent	Group digital, Australian Cricket	3.7		3.7	8
12 10 Leo Burnett Industrial, Sydney WorldPride Project 3.5 Gl0 insurance 3.4 13 11 Havas Worldwide Nivea Social, CDC NSW Project, NOVARTIS Project, BioPlus 3.7 Sydney Water 2.1 14 13 MullenLowe Group HBF, Lotterywest, Australia's South West 2.1 2.1 2.1 15 18 Digitas Snooze, Lactalis Project, SBS Project, Snooze Project 1.9 1.1 1.1 16 15 The Hero FLARE, Lumachain, Next Payments 1.3 1.1 1.1 18 17 DDB Proximo, New Balance, CT Freight Projects 0.9 0.9 0.9	11	14	Publicis	Autism Queensland Project	3.4		3.4	9
13 11 Havas Worldwide NOVARTIS Project, BioPlus 3.7 Sydney Water 2.1 14 13 MullenLowe Group HBF, Lotterywest, Australia's South West 2.1 2.1 2.1 15 18 Digitas Snooze, Lactalis Project, SBS Project, Snooze Project 1.9 1.4 16 15 The Hero FLARE, Lumachain, Next Payments 1.3 1.1 17 16 Society Woolworths 1.0 1.1 18 17 DDB Proximo, New Balance, CT Freight Projects 0.9 0.4	12	10	Leo Burnett	Industrial, Sydney WorldPride	3.5	GIO insurance	3.0	13
14 13 MullenLowe Group West 2.1 2.1 15 18 Digitas Snooze, Lactalis Project, SBS 1.9 1.4 16 15 The Hero FLARE, Lumachain, Next Payments 1.3 1.4 17 16 Society Woolworths 1.0 1.4 18 17 DDB Proximo, New Balance, CT Freight Projects 0.9 0.4	13	11	Havas Worldwide		3.7	Sydney Water	2.7	10
18 Digitals Project, Snooze Project 1.9 1.1 16 15 The Hero FLARE, Lumachain, Next Payments 1.3 1.1 17 16 Society Woolworths 1.0 1.1 18 17 DDB Proximo, New Balance, CT Freight Projects 0.9 0.9	14	13	MullenLowe Group		2.1		2.1	3
17 16 Society Woolworths 1.0 1.0 18 17 DDB Proximo, New Balance, CT Freight Projects 0.9 0.4	15	18	Digitas		1.9		1.9	11
18 17 DDB Proximo, New Balance, CT Freight Projects 0.9 0.4	16	15	The Hero	FLARE, Lumachain, Next Payments	1.3		1.3	65
18 17 DDB Projects 0.9 0.1	17	16	Society	Woolworths	1.0		1.0	1
19 Howatson + White Allianz 0.7 0.7	18	17	DDB		0.9		0.9	3
	19	19	Howatson + White	Allianz	0.7		0.7	2
20 20 Ogilvy Insurance, Evergen, GIO Project 1.2 0.1	20	20	Ogilvy	insurance, Bayside City Council	1.2		0.7	4

1

2021 (Jan-Oct):	74.2	265
2020 (Jan-Oct):	70.7	207
YoY Comparison:	5.0%	28.0%

C



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Oct 2021

		AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	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 R0I.