



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Dec 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	4	Clemenger BBDO	Swisse, Victoria Department of Transport, Carnival Cruise Line, Ben & Jerry's	15.4	National Australia Bank	14.9	12	
2	1	ThinkerBell	The Salvation Army, Universities Australia Project, Systema AI Project	9.4		9.4	23	
3	2	TBWA	Gatorade, My Muscle Chef, National Australia Bank, Phillips	13.0	ANZ Bank	8.6	12	
4	3	DDB	Pfizer Med Ed, Pfizer Paxlovid, Mable	7.8		7.8	18	
5	5	Wunderman Thompson	University of Melbourne	7.0		7.0	26	
6	6	Apparent	Clear Dynamics, 1KIND, Sydney Symphony Orchestra	6.7		6.7	12	
7	11	BMF	Nine Entertainment, Dept of Home Affairs, Department of Social Services	5.8		5.8	12	
8	7	M&C Saatchi Group	Nando's, Hire Up, Western Sydney University, COMMONWEALTH BANK	5.3	Echo	5.3	17	
9	8	The Works	Destination NSW, LG project, Transport Safety Victoria Project	4.4		4.4	7	
10	9	Cummins & Partners	Circles.Life Project, DoorDash, NSW Treasury, FS8, F45, Stoneleigh, Medmate	4.6	Specsavers	4.1	11	
11	10	Special Group	ANZ Bank	4.0		4.0	1	
12	12	Publicis	Autism Queensland Project	3.4		3.4	9	
13	13	Leo Burnett	Case IH, Case New Holland, CHN Industrial, Sydney WorldPride Project	3.5	GIO insurance	3.0	13	
14	14	Havas Worldwide	Nivea Social, CDC NSW Project, NOVARTIS Project, BioPlus	3.7	Sydney Water	2.7	10	
15	15	Digitas	Snooze, Lactalis Project, SBS Project, Snooze Project	2.6		2.6	12	
16	16	MullenLowe Group	The Perth Mint, HBF, Lotterywest, Australia's South West	2.4		2.4	4	
17	17	The Hero	FLARE, Lumachain, Next Payments	1.3		1.3	65	
18	18	Society	Woolworths	1.0		1.0	1	
19	19	Grey Group	Ubank, TheFork Australia, Amazon Echo Project	0.8		0.8	5	
20	20	Howatson + White	Allianz	0.7		0.7	2	
						2021 (Jan-Dec):	100.3	307
						2020 (Jan-Dec):	99.1	266
						YoY Comparison:	1.2%	15.4%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Dec 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	10.9		10.4	17	
2	3	OMD	National Australian Labor Party, Beiersdorf, Telstra, Chevron,	9.6		9.6	15	
3	2	PHD	Google, Chanel, Unilever, Google, Pepsico, Tennis Australia	9.0	Bethesda	8.7	9	
4	4	Spark Foundry	Johnson & Johnson, Voyages Indigenous, Toyota	6.9		6.9	14	
5	5	Universal McCann	Menulog, Dyson, Tourism Australia, Freedom Foods - MilkLab, RACQ, Bethesda	5.2		5.2	7	
6	6	Zenith	Subway, Reckitt, Rio Tinto, Pet Culture, Bundaberg Brewed Drinks	5.1		5.1	18	
7	7	Wavemaker	Shine Lawyers, Journey Beyond travel, L'Oreal, Perrigo	5.4		4.4	8	
8	8	Resolution Digital	LG Electronics, Victoria University	3.4		3.4	14	
9	9	Trio	PepsiCo	2.1		2.1	1	
10	10	Starcom	Epson, Bega Cheese (Lion Dairy & Drinks)	1.8		1.8	7	
11	11	Atomic 212	Pet Circle, Audika, O'Brien Autoglass	1.4		1.4	11	
12	40	Carat	SA Government, Woolworths Supermarkets Project, Woolworths Big W	4.0	Curtin University	0.7	24	
13	12	Kaimera	BritBox, Campos Coffee, Aston Martin, My Muscle Chef, MedAdvisor	0.7		0.7	5	
14	13	Hearts & Science	LinkedIn	0.6		0.6	6	
15	14	Pivotus	Snap Fitness, Australian Building Company	0.5		0.5	2	
16	15	Havas Media	Momentum Energy, Brick Lane Brewing, Starward Whisky	1.0	World Vision	0.5	7	
17	16	Ryvalmedia	MYOB, Openpay	0.4		0.4	2	
18	17	dentsu X	Galderma S.A., FUJIFILM	0.3		0.3	2	
19	18	Match & Wood	Curtin University	0.3		0.3	2	
20	19	CHE Proximity	MyState Bank	0.3		0.3	1	
						2021 (Jan-Dec):	59.5	212
						2020 (Jan-Dec):	20.8	134
						YoY Comparison:	185.6%	58.2%
						2021 Creative & Media (Jan-Dec)	159.8	519
						2020 Creative & Media (Jan-Dec)	120.0	400
						YoY Comparison:	33.2%	29.8%

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.