

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Jan 2022

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	DDB	DoorDash, Oroton, AbbVie Pharmaceuticals	4.2		4.2	8
2	1	Clemenger BBDO	EBM Insurance	2.0		2.0	3
3	-	The Royals	Deliveroo, SmartPay, Guide Dogs Australia	0.5		0.5	4
4	2	ThinkerBell	Airtasker, Teach for Australia	0.2	Guide Dogs Australia	0.2	4
					2022 (Jan):	6.9	19
					2021 (Jan):	7.9	28
					YoY Comparison:	-12.2%	-32.1%

1



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Jan 2022

2	17			WIN REVENUE (USD \$ m)	RECENT LOSSES	OVERALL YTD REVENUE (USD \$m)	No.of Wins
2		Ryvalmedia	Bet365 Digital, Live Nation, New Era	1.0		1.0	9
	-	Mindshare	Blackmores	0.6		0.6	1
3	-	Hearts & Science	Superloop Project	0.2		0.2	2
4	-	IPG Team Dynamic	BMW, Mini	0.1		0.1	1
					2022 (Jan):	1.3	13
					2021 (Jan):	0.5	5
					YoY Comparison:	146.9%	160.0%
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					2022 Creative & Media (Jan)	8.2	32
					2021 Creative & Media (Jan)	8.4	33
					YoY Comparison:	-2.5%	-3.0%

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.