

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Feb 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	9	M&C Saatchi Group	Shift, Worksafe VIC, Hire up	5.2		5.2	10
2	1	DDB	IT Client	4.8	DON Smallgoods	4.7	11
3	2	Clemenger BBDO	EBM Insurance, HCF	2.7		2.7	4
4	10	The Works	Flight Deck project	1.1		1.1	5
5	3	The Royals	Deliveroo, SmartPay, Guide Dogs Australia, MLC Life Insurance	0.6		0.6	7
6	6	Wunderman Thompson		0.6		0.6	2
7	-	72andSunny	Taco Bell	0.5		0.5	1
8	4	ThinkerBell	Airtasker, Teach for Australia	0.2	Guide Dogs Australia	0.2	4

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2022 (Jan-Feb):	14.4	45
2021 (Jan-Feb):	9.5	40
YoY Comparison:	51.1%	12.5%

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2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Feb 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	1	Ryvalmedia	Seir wealth, Anthem Project, Mahindra, Bet365 Digital, Live	1.4		1.4	15
2	2	Mindshare	Blackmores	0.7		0.7	3
3	-	Mediahub	AHI Carrier	0.2		0.2	1
4	4	IPG Team Dynamic	BMW, Mini	0.1		0.1	1
5		Initiative	IT Client	0.1		0.1	1
6	3	Hearts & Science	Superloop Project	0.2		-0.4	2

2022 (Jan-Feb):	1.5	27
2021 (Jan-Feb):	1.0	14
YoY Comparison:	46.1%	92.9%

2022 Creative & Media (Jan-Feb)	15.9	72
2021 Creative & Media (Jan-Feb)	10.5	54
YoY Comparison:	50.6%	33.3%

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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.