



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	Self weathri, Anthem Project, Mahindra, Bet365 Digital, Live Notice, New Era	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%

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.