

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Mar 2022

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD Sm)	No.of Wins
1	2	DDB	Mosh - Men's Hair Loss	5.9	DON Smallgoods	5.8	21
2	1	M&C Saatchi Group	Shift, Worksafe VIC, Hire up	5.2		5.2	10
3	3	Clemenger BBDO	EBM Insurance, HCF	2.7		2.7	4
4	4	The Works	Flight Deck project	1.1		1.1	5
5	-	It's Friday	Domino's, Colonial First State	1.0		1.0	2
6	8	ThinkerBell	Guinness, Investment NSW, Crystalbrook	0.9	Guide Dogs Australia	0.8	7
7	10	Apparent	Dyson Ongoing Comms services, Western Sydney University Project	0.8		0.8	5
8	5	The Royals	Deliveroo, SmartPay, Guide Dogs Australia, MLC Life Insurance Project, KPMG Project	0.6		0.6	6
9	6	Wunderman Thompson	Finance Client	0.6		0.6	2
10	7	72andSunny	Taco Bell	0.5		0.5	1
11	17	MullenLowe Group	BuyersBuyers	0.5		0.5	1
12	-	AJF	Midas	0.5		0.5	1
13	20	Grey Group	Virbac Project	0.2		0.2	1
					2022 (Jan-Mar):	19.5	68

2022 (Jan-Mar): 19.5 68
2021 (Jan-Mar): 19.4 61
YoY Comparison: 0.6% 11.5%

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2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Mar 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	12	Resolution Digital	Suncorp Project, Carpet Call Project, H&R Block	2.4		2.4	19
2	1	Ryvalmedia	Shute Harbour Marina, Autralian Automobile Association	1.6		1.6	21
3	-	OMD	National Australian Labor Party, BHP Mining, Sayers	1.1		1.1	3
4	2	Mindshare	Blackmores	0.7		0.7	3
5	9	Universal McCann	AirTasker, Mailchimp, Nespresso	0.6		0.6	3
6	16	Carat	MGA Entertainment, Inc.Murdoch University, Ssb Pty Ltd	0.3		0.3	4
7	-	Flow	Carnival Corporation	0.3		0.3	1
8	3	Mediahub	AHI Carrier	0.2		0.2	1
9	-	MediaCom	FTX	0.1		0.1	1
10	4	IPG Team Dynamic	BMW, Mini	0.1		0.1	1
11	5	Initiative	Australian Unity	0.4	Carnival Corporation	0.1	2
12	-	iProspect	Confidential Client	0.0		0.0	1
					2022 (Jan-Mar): 2021 (Jan-Mar):	7.0	63
					YoY Comparison:	-42.6%	80.0%
					2022 Creative & Media (Jan-Mar)	26.5	131
					2021 Creative & Media (Jan-Mar)	31.6	96
					YoY Comparison:	-16.1%	36.5%

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.

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