



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, Australian 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):	7.0	63
2021 (Jan-Mar):	12.2	35
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 ROI.