



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Apr 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	2	M&C Saatchi Group	Woolworths Social, World Pride Project, Origin, Shift, Worksafe VIC, Hire up	9.4		9.4	19
2	1	DDB	World Fighting Arena Project, Movember	6.7	DON Smallgoods	4.6	25
3	3	Clemenger BBDO	EBM Insurance, HCF	2.7		2.7	4
4	-	One Green Bean	J&J hair and skin care brands	2.0		2.0	1
5	9	Wunderman Thompson	Finance Client	2.0		2.0	7
6	4	The Works	Flight Deck project	1.1		1.1	5
7	5	It's Friday	Domino's, Colonial First State	1.0		1.0	2
8	6	ThinkerBell	Guinness, Investment NSW, Crystalbrook	0.9	Guide Dogs Australia	0.8	7
9	7	Apparent	Dyson Ongoing Comms services, Western Sydney University Project	0.8		0.8	5
10	8	The Royals	Deliveroo, SmartPay, Guide Dogs Australia, MLC Life Insurance Project, KPMG Project	0.6		0.6	6
11	19	Havas Worldwide	Hello Fresh Project, Whiddon	0.6		0.6	2
12	10	72andSunny	Taco Bell	0.5		0.5	1
13	11	MullenLowe Group	BuyersBuyers	0.5		0.5	1
14	-	CHEP	Officeworks	0.5		0.5	1
15	-	Howatson + Company	Petbarn	0.5		0.5	1
16	13	Grey Group	Virbac Project, Origin Energy Ltd Project	0.2		0.2	2
17	12	AJF	Midas	0.5	Officeworks	0.0	1
						2022 (Jan-Apr):	26.6 92
						2021 (Jan-Apr):	30.3 85
						YoY Comparison:	-12.3% 8.2%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Apr 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	2	Ryvalmedia	Bet365, Brogan's Way, Kulkote & SleepmakerMe	2.7		2.7	26
2	1	Resolution Digital	KCA, Woolworths at Work, Healthy Life Project	2.4		2.4	25
3	3	OMD	National Australian Labor Party, BHP Mining, Sayers	1.1		1.1	3
4	4	Mindshare	Blackmores	0.7		0.7	3
5	5	Universal McCann	AirTasker, Mailchimp, Nespresso	0.6		0.6	3
6	7	Flow	John Deere, Carnival Corporation	0.5		0.5	2
7	-	PHD	Swisse Wellness,	0.6		0.4	3
8	-	Half Dome	Ego Pharmaceuticals, Petspiration (PETstock) Digital	0.4		0.4	2
9	-	Howatson + Company	University of NSW	0.3		0.3	1
10	8	Mediahub	AHI Carrier	0.2		0.2	1
11	11	Initiative	Merck MSD, Australian Unity	0.4	Carnival Corporation	0.2	3
12	9	MediaCom	FTX	0.1		0.1	1
13	10	IPG Team Dynamic	BMW, Mini	0.1		0.1	1
14	18	Atomic 212	Kitchen Group, Price Attack	0.2	Mortgage Choice	0.1	2
15	12	iProspect	Confidential Client	0.0		0.0	1

2022 (Jan-Apr):	9.1	79
2021 (Jan-Apr):	12.8	38
YoY Comparison:	-28.9%	107.9%

2022 Creative & Media (Jan-Apr)	35.7	171
2021 Creative & Media (Jan-Apr)	43.1	123
YoY Comparison:	-17.2%	39.0%

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 Apr keting ROI.