



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / May 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	M&C Saatchi Group	Jimmy Brings Project, Woolworths Social, World Pride Project, Origin, Shift, Worksafe VIC, Hire up	10.4		10.4	20
2	2	DDB	World Fighting Arena Project, Movember	6.7	DON Smallgoods	4.1	25
3	37	R/GA	McDonald's	3.3		3.3	5
4	3	Clemenger BBDO	EBM Insurance, HCF	2.7		2.7	4
5	50	Cummins & Partners	Godfreys, Saporro, Adore Beauty	2.8		2.3	14
6	9	Apparent	Brickfit, Enablo, Nurio.io Digital	2.1		2.1	11
7	4	One Green Bean	J&J hair and skin care brands	2.0		2.0	1
8	5	Wunderman Thompson	Finance Client	2.0		2.0	7
9	6	The Works	Flight Deck project	1.1		1.1	5
10	10	The Royals	DON Smallgoods, Deliveroo, SmartPay, Guide Dogs Australia, MLC Life Insurance Project, KPMG Project	1.1		1.1	7
11	7	It's Friday	Domino's, Colonial First State	1.0		1.0	2
12	8	ThinkerBell	Guinness, Investment NSW, Crystalbrook	0.9	Guide Dogs Australia	0.8	7
13	11	Havas Worldwide	Hello Fresh Project, Whiddon	0.6		0.6	2
14	12	72andSunny	Taco Bell	0.5		0.5	1
15	13	MullenLowe Group	BuyersBuyers	0.5		0.5	1
16	14	CHEP	Officeworks	0.5		0.5	1
17	15	Howatson + Company	Petbarn	0.5		0.5	1
18	-	Team One	Lexus	0.5		0.5	1
19	16	Grey Group	The Field, Virbac Project, Origin Energy Ltd Project	0.2		0.2	3
20	17	AJF	Midas	0.5	Officeworks	0.0	1
2022 (Jan-May):						35.5	121
2021 (Jan-May):						35.8	102
YoY Comparison:						-0.9%	18.6%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / May 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	New Anthem Projects, RokkShop, Next Smile	2.9		2.9	30
2	2	Resolution Digital	KCA, Woolworths at Work, Healthy Life Project	2.4		2.4	25
3	18	Wavemaker	Danone, Amazon Audible	1.3		1.3	2
4	3	OMD	National Australian Labor Party, BHP Mining, Sayers	1.1		1.1	3
5	17	Zenith	Lipton, Pukka Herbs, The Macallan	0.8		0.8	2
6	5	Universal McCann	AirTasker, Mailchimp, Nespresso	0.6		0.6	3
7	6	Flow	John Deere, Carnival Corporation	0.5		0.5	2
8	28	Bohemia		0.5		0.5	2
9	7	PHD	Swisse Wellness,	0.6		0.4	3
10	8	Half Dome	Ego Pharmaceuticals, Petspiration (PETstock) Digital	0.4		0.4	2
11	12	MediaCom	FTX, National Rugby League	0.4		0.4	2
12	4	Mindshare	Blackmores, Grok Ventures Project	0.8	Lipton, Pukka Herbs	0.3	4
13	9	Howatson + Company	University of NSW	0.3		0.3	1
14	10	Mediahub	AHI Carrier	0.2		0.2	1
15	11	Initiative	Merck MSD, Australian Unity	0.4	Carnival Corporation	0.2	3
16	13	IPG Team Dynamic	BMW, Mini	0.1		0.1	1
17	14	Atomic 212	Kitchen Group, Price Attack	0.2	Mortgage Choice	0.1	2
18	15	iProspect	Confidential Client	0.0		0.0	1

2022 (Jan-May):	11.5	91
2021 (Jan-May):	16.0	50
YoY Comparison:	-28.2%	82.0%

2022 Creative & Media (Jan-May)	47.0	212
2021 Creative & Media (Jan-May)	51.8	152
YoY Comparison:	-9.3%	39.5%

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 Apr keting ROI.