



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Jun 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	8.1	DON Smallgoods	5.6	34	
3	11	It's Friday	Domino's, Colonial First State	3.7		3.7	2	
4	3	R/GA	McDonald's	3.3		3.3	5	
5	4	BBDO	EBM Insurance, HCF	2.7		2.7	4	
6	5	Cummins & Partners	Godfreys, Saporro, Adore Beauty	2.8		2.3	14	
7	6	Apparent	Brickfit, Enable, Nurio.io Digital	2.1		2.1	11	
8	7	One Green Bean	J&J hair and skin care brands	2.0		2.0	1	
9	8	Wunderman Thompson	Finance Client	2.0		2.0	7	
10	12	ThinkerBell	MenuLog, ALH Project, QT Hotels Project	1.4	Guide Dogs Australia	1.4	12	
11	9	The Works	Flight Deck project	1.1		1.1	5	
12	10	The Royals	DON Smallgoods, Deliveroo, SmartPay, Guide Dogs Australia, MLC Life Insurance Project, KPMG	1.1		1.1	7	
13	19	Grey Group	Scentre Group, PlanPay, The Field	0.6		0.6	6	
14	13	Havas Worldwide	Hello Fresh Project, Whiddon	0.6		0.6	2	
15	25	Digitas	Car Client	0.6		0.6	2	
16	14	72andSunny	Taco Bell	0.5		0.5	1	
17	15	MullenLowe Group	BuyersBuyers	0.5		0.5	1	
18	16	CHEP	Officeworks	0.5		0.5	1	
19	17	Howatson + Company	Petbarn	0.5		0.5	1	
20	18	Team One	Lexus	0.5		0.5	1	
						2022 (Jan-Jun):	41.8	143
						2021 (Jan-Jun):	40.3	118
						YoY Comparison:	3.7%	21.2%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Jun 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	ergoPouch, Manniax, Cardiotech	3.2		3.2	33	
2	2	Resolution Digital	Suncorp, TNA Solutions Project ,BRIS - SEO - TNA Solutions Project	2.4		2.4	31	
3	15	Initiative	Kleenheat, Bank of Queensland Group, Lendi Group	2.2	Carnival Corporation	1.9	10	
4	3	Wavemaker	Danone, Amazon Audible	1.3		1.3	2	
5	5	Zenith	Ritchie Bros. Auctioneers Project, Lipton, Pukka Herbs, The Macallan	1.0		1.0	3	
6	4	OMD	National Australian Labor Party, BHP Mining, Sayers	1.1		0.7	3	
7	14	Mediahub	AHI Carrier, Arla Foods	0.7		0.7	2	
8	6	Universal McCann	AirTasker, Mailchimp, Nespresso	0.6		0.6	3	
9	18	iProspect	Chidiac Realty	0.5		0.5	6	
10	7	Flow	John Deere, Carnival Corporation	0.5		0.5	2	
11	8	Bohemia		0.5		0.5	2	
12	9	PHD	Swisse Wellness,	0.6		0.4	3	
13	10	Half Dome	Ego Pharmaceuticals, Petspiration (PETstock) Digital	0.4		0.4	2	
14	22	Havas Media	Fiji Tourism, Accolade Wines	0.4		0.4	2	
15	11	MediaCom	FTX, National Rugby League	0.4		0.4	2	
16	12	Mindshare	Blackmores, Grok Ventures Project	0.8	Lipton, Pukka Herbs	0.3	4	
17	13	Howatson + Company	University of NSW	0.3		0.3	1	
18	16	IPG Team Dynamic	BMW, Mini	0.1		0.1	1	
19	17	Atomic 212	Kitchen Group, Price Attack	0.2	Mortgage Choice	0.1	2	
20	23	dentsu X		0.0		0.0	2	
						2022 (Jan-Jun):	15.0	132
						2021 (Jan-Jun):	26.1	68
						YoY Comparison:	-42.6%	94.1%
						2022 Creative & Media (Jan-Jun)	56.7	275
						2021 Creative & Media (Jan-Jun)	66.4	186
						YoY Comparison:	-14.5%	47.8%

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.