



## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Jul 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	-	Smith St	Coles Supermarkets	5.0		5.0	1	
4	3	It's Friday	Domino's, Colonial First State	3.7		3.7	2	
5	4	R/GA	McDonald's	3.3		3.3	5	
6	5	Clemenger BBDO	EBM Insurance, HCF, Medibank	3.2		3.2	5	
7	52	Saatchi & Saatchi	Toyota Motor Corporation	3.5		2.9	4	
8	6	Cummins & Partners	Godfreys, Saporro, Adore Beauty	2.8		2.3	14	
9	7	Apparent	Brickfit, Enablo, Nurio.io Digital	2.1		2.1	11	
10	8	One Green Bean	J&J hair and skin care brands	2.0		2.0	1	
11	9	Wunderman Thompson	Finance Client	2.0		2.0	7	
12	11	The Works	Flight Deck project	1.6		1.6	9	
13	10	ThinkerBell	MenuLog, ALH Project, QT Hotels Project	1.4	Guide Dogs Australia	1.4	12	
14	12	The Royals	DON Smallgoods, Deiveroo, SmartPay, Guide Dogs Australia, MLC Life Insurance Project, KDMC	1.1		1.1	7	
15	14	Havas Worldwide	Hello Fresh Project, Whiddon, Apex Avis Budget	1.1		1.1	3	
16	17	MullenLowe Group	BuyersBuyers, The South West Edge	1.0		1.0	2	
17	19	Howatson + Company	Petbarn, The Guardian newspaper	1.0		1.0	2	
18	22	Balance Internet	University of Melbourne	0.8		0.8	2	
19	13	whiteGREY	Scentre Group, PlanPay, The Field	0.6		0.6	6	
20	15	Digitas	Car Client	0.6		0.6	2	
						2022 (Jan-Jul):	53.6	160
						2021 (Jan-Jul):	50.3	146
						YoY Comparison:	6.7%	9.6%



## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Jul 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	6	OMD	NSW Government, Coles, National Australian Labor Party, BHP Mining, Sayers	7.3		6.7	7
2	5	Zenith	Ritchie Bros. Auctioneers Project, Lipton, Pukka Herbs, The Macallan	3.4		3.4	15
3	1	Ryvalmedia	ergoPouch, Manniax, Cardiotech	3.2		3.2	33
4	2	Resolution Digital	Suncorp, TNA Solutions Project ,BRIS - SEO - TNA Solutions Project	2.4		2.4	31
5	3	Initiative	Bank of Queensland, NGS Super, Kleenheat, Bank of Queensland Group, Lendi Group	2.6	Carnival Corporation	2.3	12
6	-	Performics	HP Inc.	2.0		2.0	6
7	4	Wavemaker	Swyftx, Fortescue Metals Group, Berries Australia Limited, Danone, Amazon Audible	1.8		1.8	5
8	19	Atomic 212	Origin Energy, Beyondblue, Kitchen Group, Price Attack	1.3	Mortgage Choice	1.1	4
9	7	Mediahub	AHI Carrier, Arla Foods	0.7		0.7	2
10	16	Mindshare	Australian Labor Party Project, Blackmores, Grok Ventures Project	1.1	Lipton, Pukka Herbs	0.6	5
11	8	Universal McCann	AirTasker, Mailchimp, Nespresso	0.6		0.6	3
12	9	iProspect	Chidiac Realty	0.5		0.5	6
13	10	Flow	John Deere, Carnival Corporation	0.5		0.5	2
14	11	Bohemia	Sharesies, Shift	0.5		0.5	2
15	13	Half Dome	Ego Pharmaceuticals, Petspiration (PETstock) Digital	0.4		0.4	2
16	14	Havas Media	Fiji Tourism, Accolade Wines	0.4		0.4	2
17	15	MediaCom	FTX, National Rugby League	0.4		0.4	2
18	12	PHD	Swisse Wellness, Celebrity Cruises	0.8		0.3	4
19	17	Howatson + Company	University of NSW	0.3		0.3	1
20	-	Russell Curtis & Janes	Ssangyong Motors	0.3		0.3	1

2022 (Jan-Jul):	27.2	166
2021 (Jan-Jul):	28.8	69
YoY Comparison:	-5.6%	140.6%

2022 Creative & Media (Jan-Jul)	80.8	326
2021 Creative & Media (Jan-Jul)	79.1	215
YoY Comparison:	2.2%	51.6%

#### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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 Advertising ROI.