



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Aug 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 | 11.6 | | 11.1 | 25 |
| 2 | 2 | DDB | World Fighting Arena Project, Movember | 8.1 | | 6.1 | 34 |
| 3 | 3 | Smith St | Coles Supermarkets | 5.0 | | 5.0 | 1 |
| 4 | 28 | TBWA | Kraft Heinz, Golden Circle, Greens & Goodness (Baiada) Project | 5.0 | | 5.0 | 6 |
| 5 | 4 | It's Friday | Domino's, Colonial First State | 3.7 | | 3.7 | 2 |
| 6 | 5 | R/GA | McDonald's | 3.3 | | 3.3 | 5 |
| 7 | 6 | Clemenger BBDO | Kagura shuzo project, EBM Insurance, HCF, Medibank | 3.3 | | 3.3 | 6 |
| 8 | 7 | Saatchi & Saatchi | Toyota Motor Corporation | 3.5 | | 2.9 | 4 |
| 9 | 8 | Cummins & Partners | Godfreys, Saporro, Adore Beauty | 2.8 | | 2.3 | 14 |
| 10 | 9 | Apparent | Brickfit, Enablo, Nurio.io Digital | 2.1 | | 2.1 | 11 |
| 11 | 10 | One Green Bean | J&J hair and skin care brands | 2.0 | | 2.0 | 1 |
| 12 | 11 | Wunderman Thompson | Finance Client | 2.0 | | 2.0 | 7 |
| 13 | 13 | ThinkerBell | Flybys, tic:toc homeloans Project, Miro Project | 1.8 | Guide Dogs Australia | 1.7 | 15 |
| 14 | 12 | The Works | Flight Deck project | 1.6 | | 1.6 | 9 |
| 15 | 14 | The Royals | DON Smallgoods, Deliveroo, SmartPay, Guide Dogs Australia, MLC Life Insurance Project, KPMG Project | 1.1 | | 1.1 | 7 |
| 16 | 15 | Havas Worldwide | Hello Fresh Project, Whiddon, Apex Avis Budget | 1.1 | | 1.1 | 3 |
| 17 | 16 | MullenLowe Group | BuyersBuyers, The South West Edge | 1.0 | | 1.0 | 2 |
| 18 | 17 | Howatson + Company | Petbarn, The Guardian newspaper | 1.0 | | 1.0 | 2 |
| 19 | 22 | CHEP | Officeworks, AMP Financial Services | 1.0 | | 1.0 | 2 |
| 20 | 24 | Richards Rose | MLC Life | 1.0 | | 1.0 | 2 |

| | | |
|-----------------|-------|------|
| 2022 (Jan-Aug): | 62.6 | 182 |
| 2021 (Jan-Aug): | 63.0 | 172 |
| YoY Comparison: | -0.6% | 5.8% |



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Aug 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 | 3 | Ryvalmedia | CBA New Digital Business - Kit, QMF - Queensland Music Festival | 3.7 | | 3.7 | 39 |
| 2 | 1 | OMD | NSW Government, Coles, National Australian Labor Party, BHP Mining, Sayers | 4.8 | | 3.7 | 6 |
| 3 | 2 | Zenith | Ritchie Bros. Auctioneers Project, Lipton, Pukka Herbs, The Macallan | 3.4 | | 3.4 | 15 |
| 4 | 7 | Wavemaker | Mondelez, Swyftx, Fortescue Metals Group, Berries Australia Limited | 2.8 | | 2.8 | 6 |
| 5 | 4 | Resolution Digital | Suncorp, TNA Solutions Project ,BRIS - SEO - TNA Solutions Project | 2.4 | | 2.4 | 31 |
| 6 | 5 | Initiative | Bank of Queensland, WGS Super, Kleenheat, Bank of Queensland Crown Land Group | 2.6 | Carnival Corporation | 2.3 | 12 |
| 7 | 6 | Performics | HP Inc. | 2.0 | | 2.0 | 6 |
| 8 | 8 | Atomic 212 | Origin Energy, Beyondblue, Kitchen Group, Price Attack | 2.0 | Mortgage Choice | 1.9 | 6 |
| 9 | 10 | Mindshare | Gigacom, Australian Labor Party Project, Blackmores, Grok Ventures Project | 1.2 | Lipton, Pukka Herbs | 0.7 | 7 |
| 10 | 9 | Mediahub | AHI Carrier, Arla Foods | 0.7 | | 0.7 | 2 |
| 11 | 11 | Universal McCann | AirTasker, Mailchimp, Nespresso | 0.6 | | 0.6 | 3 |
| 12 | 12 | iProspect | Chidiac Realty | 0.5 | | 0.5 | 6 |
| 13 | 13 | Flow | John Deere, Carnival Corporation | 0.5 | | 0.5 | 2 |
| 14 | 14 | Bohemia | Sharesies, Shift | 0.5 | | 0.5 | 2 |
| 15 | 44 | Thinkerbell | Flybuys | 0.5 | | 0.5 | 1 |
| 16 | 15 | Half Dome | Ego Pharmaceuticals, Petspiration (PETstock) Digital | 0.4 | | 0.4 | 2 |
| 17 | 16 | Havas Media | Fiji Tourism, Accolade Wines | 0.4 | | 0.4 | 2 |
| 18 | 17 | MediaCom | FTX, National Rugby League | 0.4 | | 0.4 | 2 |
| 19 | 18 | PHD | Swisse Wellness, Celebrity Cruises | 0.8 | | 0.3 | 4 |
| 20 | 19 | Howatson + Company | University of NSW | 0.3 | | 0.3 | 1 |

| | | |
|-----------------|--------|--------|
| 2022 (Jan-Aug): | 27.0 | 177 |
| 2021 (Jan-Aug): | 35.6 | 82 |
| YoY Comparison: | -24.1% | 115.9% |

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|---------------------------------|-------|-------|
| 2022 Creative & Media (Jan-Aug) | 89.6 | 359 |
| 2021 Creative & Media (Jan-Aug) | 98.5 | 254 |
| YoY Comparison: | -9.1% | 41.3% |

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.