

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Mar 2015

| 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               | DDB               | Keno, Bakers Delight, Transport Accident Commission       | 7.81                                 |                   | 7.81                                    | 14         |
| 2               | 3               | Saatchi & Saatchi | BankSA, St George Banking Group, Bank of Melbourne        | 5.50                                 |                   | 5.50                                    | 5          |
| 3               | 2               | McCann WorldGroup | Oppo Project, Urban Growth Project, Rider Levett Bucknall | 5.30                                 |                   | 5.30                                    | 9          |
| 4               | 6               | BBDO              | Telstra, William Hill                                     | 5.00                                 |                   | 5.00                                    | 2          |
| 5               | 4               | JWT               | Treasury Wine Estates                                     | 4.60                                 |                   | 4.60                                    | 4          |
| 6               | 5               | Havas Worldwide   | Toohey's Beer, Mercedes-Benz vans                         | 3.00                                 |                   | 3.00                                    | 3          |
| 7               | 7               | BMF               | Sportsbet Project   | 2.00                                 | Toohey's Beer     | 0.50                                    | 1          |
| 8               | 9               | Publicis          | Monde Nissin, Tourism NT, RSL Care Project                | 0.41                                 |                   | 0.41                                    | 7          |
| 9               | 11=             | SapientNitro      | ATDW  | 0.28                                 |                   | 0.28                                    | 5          |
| 10              | 10              | Dentsu            | Dr Oetker Project, Australian Rugby Union Project         | 0.08                                 |                   | 0.08                                    | 2          |
| 11              | 11=             | Leo Burnett       | Advangen Project  | 0.05                                 |                   | 0.05                                    | 1          |
| 12=             | 11=             | Grey Group        |   | 0.00                                 |                   | 0.00                                    | 0          |
| 12=             | 11=             | The Monkeys       |   | 0.00                                 |                   | 0.00                                    | 0          |
| 12=             | 11=             | TBWA              |   | 0.00                                 |                   | 0.00                                    | 0          |
| 12=             | 11=             | FCB               |   | 0.00                                 |                   | 0.00                                    | 0          |
| 12=             | 11=             | Iris              |   | 0.00                                 |                   | 0.00                                    | 0          |
| 17              | 19              | Lowe              | Macquarie University                                      | 0.50                                 | ET Now            | -0.05                                   | 1          |
| 18              | 18              | M&C Saatchi       | St Vinnies  | 0.50                                 | Optus             | -0.50                                   | 1          |
| 19              | 8               | Y&R               | Beteasy Project, Lavazza Project                          | 2.40                                 | AGL               | -0.90                                   | 11         |
| 20              | 20              | Ogilvy            |   | 0.00                                 | Bank of Melbourne | -1.00                                   | 0          |
|                 |                 |                   |   |                                      |                   | 30.07                                   | 66         |

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Mar 2015

| 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               | Carat             | Visit Britain, Brian Gardener Motors(Buying), Saracon Projects        | 2.4                                  |                            | 2.36                                    | 38         |
| 2               | 3               | Vizeum            | World Vision, AKA UK, Simplot, Panasonic, Presbyterian Ladies College | 2.0                                  |                            | 2.04                                    | 15         |
| 3               | 8               | Mindshare         | IAG Insurance Group   | 1.5                                  |                            | 1.50                                    | 1          |
| 4               | 4               | PHD               | Huawei Australia, SC Johnson(Planning), Unilever(Search)              | 1.3                                  | Transitions                | 0.75                                    | 3          |
| 5               | 12              | OMD               | Machine Zone, Shopbop, Ateed, iiNet, Amazon's ShopBop (Social)        | 1.9                                  | Torrens University Project | 0.67                                    | 6          |
| 6               | 5               | Havas Media       | Mercedes-Benz Vans  | 0.7                                  |                            | 0.65                                    | 2          |
| 7               | 7               | ZenithOptimedia   | Members Own Health, Teachers Health Fund                              | 0.5                                  |                            | 0.50                                    | 3          |
| 8               | 9=              | MEC               | Dominos(Digital)  | 0.5                                  |                            | 0.50                                    | 1          |
| 9               | 6               | Initiative        | ME Bank, Wizard Pharmacy  | 0.4                                  |                            | 0.40                                    | 2          |
| 10              | 1               | MediaCom          | Hartl Haus, Bose, News Corp   | 1.9                                  | Visit Britian              | 0.23                                    | 5          |
| 11=             | 9=              | Mitchells         |   | 0.0                                  |                            | 0.00                                    | 0          |
| 11=             | 9=              | Starcom MediaVest |   | 0.0                                  |                            | 0.00                                    | 0          |
| 13              | 15              | IKON              |   | 0.0                                  | RSPCA                      | -0.49                                   | 0          |
| 14              | 14              | Maxus             |   | 0.0                                  | SC Johnson(Planning)       | -0.75                                   | 0          |
| 15              | 13              | Universal McCann  | Coca-Cola Amatil, NBN, Money Place                                    | 0.6                                  | World Vision               | -0.98                                   | 4          |
|                 |                 |                   |   |                                      |                            | 7.36                                    | 80         |

### METHODOLOGY

The R3 New Business League has been compiled each of the last 151 months using data supplied by 26 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 marketing ROI for clients across the region.

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