

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Apr 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	3	McCann WorldGroup	Plunkett Homes Project, Law Partners Project	6.65		6.65	12
2	2	Saatchi & Saatchi	BankSA, St George Banking Group, Bank of Melbourne	5.50		5.50	5
3	1	DDB	Keno, Bakers Delight, Transport Accident Commission	7.81	Arnott's	5.31	14
4	4	BBDO	Telstra, William Hill	5.00		5.00	2
5	5	JWT	Treasury Wine Estates	4.60	Service client	3.85	4
6	19	Y&R	Rebel Sport Project, Dick Smith Electronics	7.09	AGL	3.79	21
7	6	Havas Worldwide	Toohey's Beer, Mercedes-Benz vans	3.00		3.00	3
8	9	SapientNitro	ATDW	2.80		2.80	5
9	12=	The Monkeys	IGA Supermarkets	1.00		1.00	1
10	8	Publicis	Monde Nissin, Tourism NT, RSL Care Project, Federation University	0.68		0.68	13
11	7	BMF	Sportsbet Project	2.00	Toohey's Beer	0.50	1
12	10	Dentsu	Dr Oetker Project, Australian Rugby Union Project	0.08		0.08	2
13	11	Leo Burnett	Advangen Project	0.05		0.05	1
14=	12=	Grey Group		0.00		0.00	0
14=	12=	TBWA		0.00		0.00	0
14=	12=	FCB		0.00		0.00	0
14=	12=	Iris		0.00		0.00	0
18	17	Lowe	Macquarie University	0.50	ET Now	-0.05	1
19	18	M&C Saatchi	St Vinnies, Xero	0.80	Optus	-0.20	2
20	20	Ogilvy		0.00	Bank of Melbourne	-1.00	0
						36.94	87

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Apr 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	Carat	Walt Disney, V8 Supercars	3.9		3.94	48
2	2	Vizeum	World Vision, AKA UK, Simplot, Panasonic, TomTom	2.4		2.35	17
3	5	OMD	CQU, Employment Plus, Maxwell & Williams, Rail Plus	2.9	Torrens University Project	1.62	10
4	3	Mindshare	IAG Insurance Group	1.5		1.50	1
5	8	MEC	Dominos(Digital), SA Government Project	1.5	Ubisoft	1.35	2
6	6	Havas Media	Mercedes-Benz Vans, Ubisoft	1.2		1.20	4
7	4	PHD	Huawei Australia, SC Johnson(Planning), Unilever(Search)	1.3	Transitions	0.75	3
8	7	ZenithOptimedia	Members Own Health, Teachers Health Fund	0.5		0.50	3
9	9	Initiative	ME Bank, Wizard Pharmacy	0.4		0.40	2
10	10	MediaCom	Hartl Haus, Bose, News Corp	1.9	Visit Britian	0.23	4
11	11=	Mitchells		0.0		0.00	0
12	11=	Starcom MediaVest		0.0	Media Client	-0.16	0
13	13	IKON		0.0	RSPCA	-0.49	0
14	14	Maxus		0.0	SC Johnson(Planning)	-0.75	0
15	15	Universal McCann	Coca-Cola Amatil, NBN, Money Place	0.6	Ardent Leisure	-1.37	4
						11.06	98

METHODOLOGY

The R3 New Business League has been compiled each of the last 152 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 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 for clients across the region.

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