

# CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia/ Jan 2013

RANK THIS MONTH	RANK LAST YEAR	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	2	Ogilvy	TfNSW, UBank, Uniqlo	1.43		1.43
2	6	McCann WorldGroup	Digisocial, Department of Health and Gambling	1.40		1.40
3	5	Y&R	Kellogg's, Jagermeister, Newspoll Project	1.12		1.12
4=	1	DDB		0.00		0.00
4=	3	Droga5		0.00		0.00
4=	4	M&C Saatchi		0.00		0.00
4=	7	Leo Burnett		0.00		0.00
4=	8	Clemenger BBDO		0.00		0.00
4=	9	Grey Group		0.00		0.00
4=	10	JWT		0.00		0.00
4=	12	Lowe		0.00		0.00
4=	13	SapientNitro		0.00		0.00
4=	14=	Saatchi and Saatchi		0.00		0.00
4=	14=	Publicis		0.00		0.00
4=	16	Iris		0.00		0.00
4=	17	Dentsu		0.00		0.00
4=	18	Euro RSCG		0.00		0.00
4=	19	The Monkeys		0.00		0.00
4=	20	BMF		0.00		0.00
4=	21=	Host		0.00		0.00
4=	21=	DraftFCB		0.00		0.00
22	11	TBWA		0.00	Pernod Ricard	(0.60)

# MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia/ Jan 2013

RANK THIS MONTH	RANK LAST YEAR	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	14	IKON	Clinique, Estee Lauder, Bing Lee	1.05	iNova	0.90
2	10	ZenithOptimedia	Hooroo, Lactalis Jindi	0.43		0.43
3	12	MEC		0.40		0.40
4	3	Initiative	Brownes Dairy, iNova, Intuit	0.37		0.37
5	9	Vizeum	Australian Health Management Group	0.18		0.18
6	4	MediaCom		0.19	MyBudget Digital	0.04
7	1	Carat	Webster Holdings	0.01		0.01
8=	2	Universal McCann		0.00		0.00
8=	5	Mindshare		0.00		0.00
8=	8	PHD		0.00		0.00
8=	11	Maxus		0.00		0.00
8=	13	Mitchells		0.00		0.00
8=	15	MPG		0.00		0.00
14	6	OMD	MyBudget Digital	0.15	Brownes Dairy	(0.15)
15	7	Starcom MediaVest	Europcar Digital	0.20		(0.38)

The R3 New Business League has been compiled each of the last 125 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.