

# CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia/ April 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	2	McCann WorldGroup	Microsoft, Destination NSW, Worksafe, Lion Dairy, Emporia Toilet Paper	6.35		6.35
2	5	Leo Burnett	woolworths retail, Unibet	5.85		5.85
3	1	DDB	BT Financial Group, Merlin Entertainment Group	5.35		5.35
4	3	Y&R	Colgate Project, Leighton Properties Project, Thomas Foods Project	5.07	Microsoft CRM	4.77
5	6	M&C Saatchi	IAG, A2 Milk	2.50		2.50
6	4	Ogilvy	Tiffany & Co., AusIndustry	2.25		2.25
7	9	BMF	NCE,MLA	0.85		0.85
8	7	SapientNitro	Metlife, Citibank Project	0.78		0.78
9	12=	The Monkeys	MLA	0.60		0.60
10	8	Saatchi & Saatchi	Petronas Lubricant	0.20		0.20
11	10	Grey Group	Canberra Outlet, GPET Project	0.05		0.05
12	11	TBWA	OneShift Project, Krispy Kreme Project	0.05		0.05
13	12=	Publicis	Battery World, Qtafe, Sydney Airport Project	0.05	Tattsbet	0.01
14=	12=	Clemenger BBDO		0.00		0.00
14=	12=	Lowe		0.00		0.00
14=	12=	JWT		0.00		0.00
14=	12=	Dentsu		0.00		0.00
14=	12=	DraftFCB		0.00		0.00
14=	12=	Iris		0.00		0.00
14=	12=	Havas Worldwide		0.00		0.00

## MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia/ April 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	1	Mitchells	Food & Beverage Service Client, Federal Government	7.65		7.65
2	2	OMD	SCA Group, HelloWorld, Nickelodeon	3.66	Sara Lee	2.86
3	4	Carat	Nokia, Symington's, Mastercard, WA Police,	2.81		2.81
4	3	ZenithOptimedia	Honda (PB + Digital), Rabobank	1.91		1.91
5	5	PHD	Skins Compression, Priceline, Amaysim, The Guardian	1.40	Banana Boat	1.33
6	6	MediaCom	Fonterra, Westpac Project	2.84	Pacific Brands	0.98
7	7	Havas Media	Douwe Egberts, OneShift	0.40		0.40
8	10	Vizeum	BPI	0.36	Cosmax	0.31
9	9	Mindshare	Volvo	0.25		0.25
10	11	MEC	Banana Boat, Hallmark	0.18	Jemena	0.11
11	13	Initiative	The Victorian Electoral Commission, TAL (Insurance Line), Bing Lee	1.52	Rabobank	(0.03)
12	12	Maxus	Thomas Jewellers	0.05	Education Client	(0.13)
13	8	Starcom MediaVest	MedTronic, Quiksilver	0.53	Microsoft	(0.36)
14	14	IKON		0.00	Coca-Cola	(1.65)
15	15	Universal McCann	Coca-Cola, Tourism Queensland, City Chain, Regus	3.45	Australian Federal Government	(4.55)

The R3 New Business League has been compiled each of the last 139 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.