

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / May 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	6	Y&R	Microsoft, IP Australia Project, LexisNexis Project	12.16	AGL	8.86	33
2	1	McCann WorldGroup	Plunkett Homes Project, Law Partners Project	6.95		6.95	13
3	3	DDB	Momentum Energy, Keno, Bakers Delight	8.31	Arnott's	5.81	15
4	4	BBDO	Telstra, William Hill	5.00		5.00	2
5	2	Saatchi & Saatchi	Toyota Corolla, BankSA, St George Banking Group	6.00	Big W	4.70	6
6	7	Havas Worldwide	Citroen, Toohey's Beer, Mercedes-Benz vans	4.00		4.00	4
7	5	JWT	Treasury Wine Estates	4.60	Service client	3.85	4
8	8	SapientNitro	ATDW	2.80		2.80	5
9	13	Leo Burnett	Big W, Advangen Project	1.35		1.35	2
10	9	The Monkeys	IGA Supermarkets	1.00		1.00	1
11	18	Lowe	Macquarie University, Audi	1.50	ET Now	0.95	2
12	10	Publicis	Monde Nissin, Tourism NT, RSL Care Project, Federation University	0.68		0.68	13
13	11	BMF	Sportsbet Project	2.00	Toohey's Beer	0.50	1
14	12	Dentsu	Dr Oetker Project, Australian Rugby Union Project	0.08		0.08	2
15=	14=	Grey Group		0.00		0.00	0
15=	14=	TBWA		0.00		0.00	0
15=	14=	FCB		0.00		0.00	0
15=	14=	Iris		0.00		0.00	0
19	20	Ogilvy		0.90	Bank of Melbourne	-0.10	3
20	19	M&C Saatchi	St Vinnies, Xero	0.80	Optus	-0.20	2
						46.21	108

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / May 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	3.8		3.79	55
2	2	Vizeum	World Vision, AKA UK, Simplot, Panasonic, TomTom	2.9		2.89	23
3	3	OMD	Red Cross Blood Service, Australian Tourist Park Management	3.2	Torrens University Project	1.97	12
4	5	MEC	Dominos(Digital), SA Government Project	1.8	Ubisoft	1.60	3
5	4	Mindshare	IAG Insurance Group	1.5		1.50	1
6	6	Havas Media	Mercedes-Benz Vans, Ubisoft	1.2		1.20	4
7	7	PHD	Huawei Australia, SC Johnson(buying), Unilever(Search)	1.6	Transitions	1.03	5
8	9	Initiative	Diesel, ME Bank, Wizard Pharmacy	0.7		0.73	4
9	8	ZenithOptimedia	Members Own Health, Teachers Health Fund	0.6		0.62	4
10	10	MediaCom	Hartl Haus, Bose, News Corp	1.9	Visit Britian	0.23	4
11	11	Mitchells		0.0		0.00	0
12	12	Starcom MediaVest		0.0	Media Client	-0.41	0
13	13	IKON		0.0	RSPCA	-0.69	0
14	14	Maxus		0.0	SC Johnson(buying)	-0.89	0
15	15	Universal McCann	Coca-Cola Amatil, NBN, Money Place	0.8	Ardent Leisure	-1.22	6
						12.33	121

METHODOLOGY

The R3 New Business League has been compiled each of the last 153 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.

For more details please write to greg@rthree.com