

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / June 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	Y&R	Virgin Australia Project, Ardent Leisure, Conair Project	15.67	AGL	12.37	44
2	2	McCann WorldGroup	Nestle Purina Project, Urban Growth Project, Australian Unity Project	7.85		7.85	16
3	3	DDB	British Paints, Momentum Energy, Keno, Bakers Delight	8.68	Audi	5.98	17
4	4	BBDO	Telstra, William Hill	5.00		5.00	2
5	5	Saatchi & Saatchi	Toyota Corolla, BankSA, St George Banking Group	6.00	Big W	4.70	6
6	6	Havas Worldwide	Citroen, Toohey's Beer, Mercedes-Benz vans	4.00		4.00	4
7	7	JWT	Treasury Wine Estates	4.60	Service client	3.85	4
8	8	SapientNitro	ATDW, Bond University	3.10	Ardent Leisure	2.80	6
9	9	Leo Burnett	AIA, Big W, Advangen Project	2.35		2.35	4
10	10	The Monkeys	IGA Supermarkets	1.00		1.00	1
11	12	Publicis	Monde Nissin, Tourism NT, RSL Care Project, Federation University	0.68		0.68	13
12	13	BMF	Sportsbet Project	2.00	Toohey's Beer	0.50	1
13	15=	TBWA	Presto	0.50		0.50	1
14	11	Lowe	Macquarie University, Audi	1.70	ET Now	0.15	3
15	14	Dentsu	Dr Oetker Project, Australian Rugby Union Project	0.08		0.08	2
16=	15=	Grey Group		0.00		0.00	0
16=	15=	FCB		0.00		0.00	0
16=	15=	Iris		0.00		0.00	0
19	19	Ogilvy		0.94	Bank of Melbourne	-0.06	4
20	20	M&C Saatchi	St Vinnies, Xero	0.80	Optus	-0.20	2
						51.53	130

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / June 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	Medibank, Walt Disney, V8 Supercars	4.5	QBE Insurance	3.95	56
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	6	Havas Media	QBE Insurance, Mercedes-Benz Vans, Ubisoft	1.8		1.79	5
5	5	Mindshare	IAG Insurance Group	1.5		1.50	1
6	7	PHD	Huawei Australia, SC Johnson(buying), Unilever(Search)	1.6	Transitions	1.03	5
7	4	MEC	Dominos(Digital), SA Government Project, Bond University	1.9	Ubisoft	0.97	4
8	8	Initiative	China Southern Airlines, Diesel, ME Bank, Wizard Pharmacy	0.8		0.75	5
9	9	ZenithOptimedia	Members Own Health, Teachers Health Fund	0.6		0.62	4
10	10	MediaCom	Tempur, Hartl Haus, Bose, News Corp, Alpecin, Bright Labs	2.1	Visit Britian	0.44	7
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	15	Universal McCann	Coca-Cola Amatil, NBN, Money Place	1.6	Bond University	-0.73	7
15	14	Maxus		0.0	SC Johnson(buying)	-0.89	0
						13.18	129

### METHODOLOGY

The R3 New Business League has been compiled each of the last 154 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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