

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / July 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, ANAO Project, Australian Unity Project	18.44	AGL	13.64	50
2	2	McCann WorldGroup	Nestle Purina Project, Urban Growth Project, Australian Unity Project	8.15		8.15	17
3	3	DDB	Bakers Delight, Porsche, Primary Health Project	10.03	Audi	7.33	20
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	7	JWT	Treasury Wine Estates	5.15	Service client	4.40	5
7	6	Havas Worldwide	Citroen, Toohey's Beer, Mercedes-Benz vans	4.00		4.00	4
8	8	SapientNitro	ATDW, Bond University	3.10	Arden Leisure	2.80	6
9	9	Leo Burnett	AIA, Big W, Advangen Project	2.35		2.35	4
10	11	Publicis	Monde Nissin, Tourism NT, RSL Care Project, Ramsay Health Project	1.79		1.74	25
11	13	TBWA	Presto, CarSales.com	1.30		1.30	3
12	10	The Monkeys	IGA Supermarkets	1.00		1.00	1
13	12	BMF	Sportsbet Project	2.00	Toohey's Beer	0.50	1
14	14	Lowe	Macquarie University, Audi	1.70	ET Now	0.15	3
15	15	Dentsu	Dr Oetker Project, Australian Rugby Union Project	0.08		0.08	2
16=	16=	Grey Group		0.00		0.00	0
16=	16=	FCB		0.00		0.00	0
16=	16=	Iris		0.00		0.00	0
19	19	Ogilvy		0.95	Bank of Melbourne	-0.06	5
20	20	M&C Saatchi	St Vinnies, Xero	0.80	Optus	-0.20	2
						56.88	156

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / July 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	Barbeques Galore, Medibank, Walt Disney, V8 Supercars	4.9	QBE Insurance	4.30	57
2	6	PHD	Huawei Australia, SC Johnson(buying), Unilever, Primo Meats	4.3	Jenny Craig	3.28	7
3	2	Vizeum	World Vision, AKA UK, Simplot, Panasonic, TomTom	2.9		2.94	24
4	3	OMD	Triumph International, Australian Catholic University	3.7	Torrens University Project	2.47	14
5	4	Havas Media	QBE Insurance, Mercedes-Benz Vans, Ubisoft	1.8		1.79	5
6	7	MEC	Wanda Ridong, TripADeal, Torga Optical	2.1	Ubisoft	1.16	7
7	8	Initiative	China Southern Airlines, Diesel, ME Bank, Wizard Pharmacy	0.8		0.75	5
8	9	ZenithOptimedia	Members Own Health, Teachers Health Fund	0.6		0.62	4
9	10	MediaCom	Tempur, Hartl Haus, Bose, News Corp, Alpecin, Bright Labs	2.1	HCF Health Fund	0.05	7
10	11	Mitchells		0.0		0.00	0
11	12	Starcom MediaVest		0.0	Media Client	-0.41	0
12	14	Universal McCann	Coca-Cola Amatil, NBN, Money Place	1.9	Bond University	-0.42	8
13	13	IKON		0.0	RSPCA	-0.69	0
14	5	Mindshare	IAG Insurance Group	1.5	Unilever	-1.00	1
15	15	Maxus		0.0	SC Johnson(buying)	-1.20	0
						13.63	139

METHODOLOGY

The R3 New Business League has been compiled each of the last 155 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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