

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Apr 2016

| 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 | Cardinal House Group Project, ASB Project, Equanimity Concepts | 7.63 | | 7.63 | 36 |
| 2 | 2 | TBWA | Foxtel Project, Bellamy's Organic, TOM Organic Project | 7.30 | | 7.30 | 4 |
| 3 | 3 | Ogilvy | Priceline, Lion(XXX), Reiziger, CSIRO Project | 5.80 | | 5.80 | 29 |
| 4 | 4 | M&C Saatchi | Woolworths | 3.00 | | 3.00 | 1 |
| 5 | 5 | Dentsu | FMCG Client | 2.64 | | 2.64 | 4 |
| 6 | - | Isobar | Manufacturing Client | 2.45 | | 2.45 | 17 |
| 7 | 9 | BMF | Dulux, Australian Government Project | 3.60 | Lion(XXX) | 2.10 | 3 |
| 8 | 6 | DDB | SC Johnson, VW & Skoda Project, Merck Brand | 2.02 | | 2.02 | 7 |
| 9 | - | Host | Lion(XXX), Subaru(Digital & Content) | 1.50 | | 1.50 | 2 |
| 10 | 7 | The Monkeys | HCF | 1.00 | | 1.00 | 1 |
| 11 | 14= | Saatchi & Saatchi | Ladbroke(ATL), Ezibuy(ATL) | 0.97 | | 0.97 | 3 |
| 12 | 8 | J Walter Thompson | Jetstar | 1.00 | Education Client | 0.85 | 1 |
| 13 | 11 | Publicis | American Express/ANZ Project, Bupa Project | 0.82 | | 0.82 | 18 |
| 14 | 10 | McCann WorldGroup | FlexiRoam, Service Victoria Project, Greater Sydney Commission Project | 0.71 | | 0.71 | 10 |
| 15= | 12 | Cummins & Partners | Energy Australia | 0.50 | | 0.50 | 1 |
| 15= | - | Innocean | Hills Home Living | 0.50 | | 0.50 | 1 |
| 15= | - | We are Social | Optus Project | 0.50 | | 0.50 | 1 |
| 18= | 13 | Core | ANMF Project | 0.30 | | 0.30 | 1 |
| 18= | - | Doner | Children's Mercy Kansas City | 0.30 | | 0.30 | 1 |
| 20 | 14= | Mullen Lowe | Cancer Institute NSW | 0.20 | | 0.20 | 1 |
| 21 | 16 | SapientNitro | Education Client | 0.15 | | 0.15 | 1 |
| 22 | 18 | BBD0 | MetLife | 1.10 | Foxtel Project | -1.90 | 2 |
| 23 | 19 | Havas Worldwide | | 0.00 | Virgin Mobile | -3.00 | 0 |
| 24 | 20 | Leo Burnett | Twinings | 0.44 | Woolworths | -3.06 | 2 |
| | | | | | | 33.29 | 147 |

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Apr 2016

| 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 | 3 | OMD | Coles, Volvo Trucks, Sony Music | 8.40 | BGC | 8.04 | 4 |
| 2 | 1 | GroupM | Westpac | 4.00 | | 4.00 | 1 |
| 3 | 2 | Carat | Greenstone, Bailey Nelson, Baptcare, Grocery Council of WA | 2.61 | Hawaiian Group | 2.60 | 28 |
| 4 | 9= | MEC | Mitsubishi Motors, OpenTable, Go Daddy | 2.21 | | 2.21 | 7 |
| 5 | - | Starcom | Metrickon Homes, The Study Group, Shine Lawyers | 1.20 | | 1.20 | 5 |
| 6= | 4= | Ikon | Pfizer | 1.00 | | 1.00 | 1 |
| 6= | 4= | Slingshot | Goodman Fielder | 1.00 | | 1.00 | 1 |
| 6= | - | Atomic 212 | Origin Energy | 1.00 | | 1.00 | 1 |
| 9 | 6 | Initiative | Qatar Project, Jemena, The Cancer Council, BGC, MTAA Project | 0.64 | McPhersons | 0.40 | 6 |
| 10 | 11 | Havas Media | Squarespace, Macquarie University, Amazon Web Services, McPhersons | 0.38 | | 0.38 | 4 |
| 11 | 7 | Maxus | Danone Nutricia | 0.35 | | 0.35 | 1 |
| 12 | 8 | M2M | Sony Pictures | 0.30 | | 0.30 | 1 |
| 13 | 9= | Horizon Media | Star Ratings Australia Project | 0.25 | | 0.25 | 1 |
| 14 | 14 | Vizeum | AFL | 0.19 | | 0.19 | 5 |
| 15 | 12 | Nunn Media | The Greater Building Society | 0.15 | | 0.15 | 1 |
| 16 | 13 | Dentsu Media | Retail Client | 0.13 | | 0.13 | 3 |
| 17 | 15 | Zenith | | 0.00 | | 0.00 | 0 |
| 18 | 16 | PHD | GSK, Lindblad Expeditions, Admar Creations, Vaya | 1.15 | Greenstone | -0.11 | 4 |
| 19 | 18 | Match Media | Presto (Buying) | 0.57 | Pfizer | -0.43 | 1 |
| 20 | 19 | Mindshare | | 0.00 | Origin Energy | -1.57 | 0 |
| 21 | 20 | MediaCom | Sony Playstation, Tempur Sealy | 0.70 | Australian Pacific Touring | -3.66 | 2 |
| 22 | 17 | Universal McCann | PPG Industries (Taubmans), GoPro | 0.40 | Coles | -7.55 | 2 |
| | | | | | | 9.85 | 79 |

METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by 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.