

# CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia/ May 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	McCann WorldGroup	Nimble, NSW Government, Defence Housing	6.88		6.88
2	4	Y&R	NSW Government Project, Bupa Project, Rebel Projects	7.05	Microsoft CRM	6.75
3	2	Leo Burnett	Woolworth Retail,	5.85		5.85
4	3	DDB	BT Financial Group, Merlin Entertainment Group	5.35		5.35
5	5	M&C Saatchi	IAG, A2 Milk, Lexus	3.50		3.50
6	6	Ogilvy	Conga Food,	2.40		1.65
7	7	BMF	NCE,MLA	0.85		0.85
8	8	SapientNitro	Metlife, Citibank Project	0.78		0.78
9	9	The Monkeys	MLA	0.60		0.60
10	13	Publicis	Young Care, Merial Nexguard, Intel Embedded System	0.17	Tattsbet	0.13
11	11	Grey Group	Canberra Outlet, GPET Project	0.05		0.05
12	12	TBWA	OneShift Project, Krispy Kreme Project	0.05		0.05
13=	14=	Clemenger BBDO		0.00		0.00
13=	14=	Lowe		0.00		0.00
13=	14=	JWT		0.00		0.00
13=	14=	Dentsu		0.00		0.00
13=	14=	DraftFCB		0.00		0.00
13=	14=	Iris		0.00		0.00
13=	14=	Havas Worldwide		0.00		0.00
20	10	Saatchi & Saatchi	Petronas Lubricant	0.20	Lexus	(0.80)

**MEDIA AGENCIES NEW BUSINESS LEAGUE**

Australia/ May 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	9.47		9.47
2	2	OMD	Audible, HelloWorld, Nickelodeon	3.94	Sara Lee	3.13
3	3	Carat	Nokia, Symington's, Mastercard, WA Police,	2.81		2.81
4	4	ZenithOptimedia	SBS, Honda (PB + Digital), Rabobank	2.11		2.11
5	5	PHD	Skins Compression, Priceline, Amaysim, Demo	1.42	Banana Boat	1.35
6	6	MediaCom	Fonterra, Westpac Project	2.84	Pacific Brands	0.98
7	7	Havas Media	Douwe Egberts, OneShift	0.40		0.40
8	8	Vizeum	BPI	0.36	Cosmax	0.31
9	9	Mindshare	Volvo	0.25		0.25
10	10	MEC	Banana Boat, Hallmark	0.18	Jemena	0.11
11	11	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	13	Starcom MediaVest	MedTronic, Quiksilver	0.53		(0.36)
14	14	IKON		0.00	Coca-Cola	(2.05)
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 141 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.