R3 WORLDWIDE

# 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Australia / Sep 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 | ME Bank, SABMiller Project, NSW Government Project | 22.04 | AGL | 17.24 | 65 |
| 2 | 2 | McCann WorldGroup | Nestle Purina Project, Urban Growth Project, Australian Unity Project | 8.15 | | 8.15 | 17 |
| 3 | 3 | DDB | Bakers Delight, Sydney Opera House, Taxpayers Project | 10.63 | BWS | 7.69 | 22 |
| 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 | 9 | Leo Burnett | iSelect, AIA, Big W, Advangen Project, Doubletree Hilton | 4.65 | | 4.65 | 6 |
| 7 | 6 | J Walter Thompson | Treasury Wine Estates | 5.15 | Service client | 4.40 | 5 |
| 8 | 7 | Havas Worldwide | Citroen, Toohey's Beer, Mercedes-Benz vans | 4.00 | | 4.00 | 4 |
| 9 | 8 | SapientNitro | ATDW, Bond University | 3.10 | Ardent Leisure | 2.80 | 6 |
| 10 | 10 | Publicis | Monde Nissin, Tourism NT, RSL Care Project, Ramsay Health Project | 2.20 | Weis | 2.12 | 36 |
| 11 | 11 | TBWA | Presto, CarSales.com | 1.30 | | 1.30 | 3 |
| 12 | 15 | Ogilvy | Lion, Hubspot, Salesforce, Bristol-Myers Squibb | 2.11 | Bank of Melbourne | 1.11 | 12 |
| 13 | 12 | The Monkeys | IGA Supermarkets | 1.00 | | 1.00 | 1 |
| 14 | 13 | Dentsu | Ferrero Project, Heritage Brands | 0.73 | | 0.73 | 6 |
| 15 | 14 | BMF | Sportsbet Project | 2.00 | Toohey's Beer | 0.50 | 1 |
| 16 | 16 | Mullen Lowe | Macquarie University, Audi | 1.70 | ET Now | 0.15 | 3 |
| 17= | 17= | Grey Group | | 0.00 | | 0.00 | 0 |
| 17= | 17= | FCB | | 0.00 | | 0.00 | 0 |
| 17= | 17= | Iris | | 0.00 | | 0.00 | 0 |
| 20 | 20 | M&C Saatchi | BWS, Uniting Care Project, St Vinnies, Xero | 0.80 | Optus | -0.20 | 2 |
| | | | | | | 65.33 | 197 |

R3 WORLDWIDE

# 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Australia / Sep 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 | G1X, University of Western Australia, Mondelez Project | 5.9 | QBE Insurance | 5.32 | 86 |
| 2 | 2 | PHD | Unilever, GSK, Australian Chamber Orchestra | 5.4 | Jenny Craig | 4.33 | 10 |
| 3 | 3 | Vizeum | World Vision, AKA UK, Simplot, BBC Worldwide, | 3.3 | | 3.31 | 30 |
| 4 | 4 | OMD | Stan, Triumph International, Australian Catholic University | 3.9 | Torrens University Project | 2.62 | 15 |
| 5 | 5 | Havas Media | Atomic Search, QBE Insurance, Mercedes-Benz Vans, Ubisoft | 2.4 | | 2.39 | 6 |
| 6 | 6 | MEC | Sound Diagnostics, Wanda Ridong, TripADeal, Torga Optical | 2.1 | Ubisoft | 1.19 | 8 |
| 7 | 7 | ZenithOptimedia | Members Own Health, Teachers Health Fund, Levatine Wines | 1.0 | | 1.02 | 7 |
| 8 | 8 | Dentsu Media | AKA, Funtastic, Hotels.com, Headstart | 1.0 | | 0.99 | 13 |
| 9 | 9 | Initiative | China Southern Airlines, Diesel, ME Bank, Wizard Pharmacy | 0.8 | | 0.75 | 5 |
| 10 | 10 | Mitchells | | 0.0 | | 0.00 | 0 |
| 11 | 12 | Universal McCann | Sime Darby Motors, CIT, University Of Melbourne, Kikki.K | 2.2 | Bond University | -0.11 | 11 |
| 12 | 11 | MediaCom | Tempur, Hartl Haus, Bose, News Corp, Alpecin, Bright Labs | 2.1 | HCF Health Fund | -0.25 | 7 |
| 13 | 13 | Starcom MediaVest | | 0.2 | Media Client | -0.26 | 1 |
| 14 | 14 | IKON | | 0.0 | RSPCA | -0.69 | 0 |
| 15 | 15 | Mindshare | IAG Insurance Group | 1.5 | Sime Darby Motors | -1.00 | 1 |
| 16 | 16 | Maxus | | 0.0 | SC Johnson(buying) | -1.20 | 0 |
| | | | | | | 18.40 | 200 |

**METHODOLOGY**

The R3 New Business League has been compiled each of the last 157 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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