

Creative New Business League(Australia) –Apr 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	TBWA	ANZ Asia Pacific, GSK Oral Care, GSK Nicabate	1.80		1.80
2	6	DDB	Novartis Lamasil, Realestate.co, P&G Pantene Project	1.60		1.60
3	5	BMF	Domino, Ferrero, Lasoo, Bing	1.40		1.40
4	2	Leo Burnett	Diageo Smirnoff, Caltex, Gumtree	1.38		1.38
5	3	Lowe	Continental Foods & Soups	0.80		0.80
6	4	Grey Group	Melbourne Storm, Sage Software	0.65		0.65
7	7	JWT	Johnson & Johnson Pariet	0.32		0.32
8	8	Y&R	The Australian	0.30		0.30
9=	9=	Saatchi and Saatchi	Lenovo Asia Pacific	0.20		0.20
9=	9=	Clemenger BBDO	Blackberry Asia Pacific	0.20		0.20
11=	13=	M&C Saatchi	Vertu Asia Pacific	0.16		0.16
11=	11	McCann WorldGroup	City Chain Asia Pacific, Playstation, Weight Watchers	0.16		0.16
13	12	Publicis	LG Digital Asia Pacific	0.10		0.10
14	19	Euro RSCG	Bosch Brand Asia Pacific, Brancott Estate, Tea Drop	0.46	Dulux Asia Pacific	0.01
15=	13=	Host		0.00		0.00
15=	13=	Dentsu		0.00		0.00
15=	13=	SapientNitro		0.00		0.00
15=	13=	DraftFCB		0.00		0.00
15=	13=	Iris		0.00		0.00
20	20	Ogilvy		0.00	Lenovo Asia Pacific	(0.20)

Media New Business League(Australia) –Apr 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Mindshare	Unilever	2.25		2.25
2	2	OMD	eHarmony, Levi's Asia Pacific, POM Wonderful LLC, Australian Lawn Wholesalers	1.41		1.41
3	3	PHD	Unimail, Ultimate Fighting Championship, Porsche, Gumtree	1.27		1.27
4	4	Mitchells	Carnival Cruises, Lasoo, Sydney Racing Carnival	1.01		0.71
5	5	Starcom MediaVest	Yahoo Asia Pacific, NSW Election Campaign, Eleven Digital Channel	0.62	Subaru	0.48
6	6	MediaCom	Mission Foods, Electronic Arts, Macquarie Bank	0.85	Carnival Cruises	0.40
7	7	IKON	Video Ezy	0.35		0.35
8	8	Initiative	AH Beard, Big Balloon, WPS	0.36	Carpet Court	0.26
9	9	Carat	Pandora, Korean Tourism, Walt Disney Print	0.70	Mission Foods	0.25
10	12=	MPG	Bosch Brand Asia Pacific, Escada Asia Pacific	0.07		0.07
11	10	Maxus	Macquarie Radio, GSK Search SEO and SEM	0.05		0.05
12	11	MEC	Starwood Hotels Asia Pacific	0.01		0.01
13=	12=	Vizeum		0.00		0.00
13=	12=	Bellamy Hayden		0.00		0.00
13=	12=	ZenithOpti media		0.00		0.00
16	16	Universal McCann		0.00	Unilever	(2.30)

CREATIVE AGENCIES

TBWA maintained top spot on the back of excellent ANZ win. DDB was fastest mover this month with several wins, including Novartis Lamasil and P&G project. BMF moved to third position, securing Domino and Ferrero. Leo Burnett made up the rest of the top four.

MEDIA AGENCIES

Mindshare kept on top spot on the back of strong Unilever win, followed by OMD. PHD and Mitchells made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 104 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.