

Creative New Business League(Australia) – August 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	DDB	Telstra Brand and Consumer, Hewlett Packard, Intel Asia Pacific	7.90		7.90
2	2	M&C Saatchi	J Curve, Religare, Eftpos	3.04		2.94
3	3	TBWA	Unilever Brands, Spreets, Lion	2.91	Coopers	2.65
4	5	BMF	NRMA Motoring & Services, Domino, Ferrero	2.40		2.40
5	4	Leo Burnett	Diageo Smirnoff, Caltex, Gumtree	1.48		1.48
6	6	Ogilvy	Carlton Football Club, Austrade, Tourism Australia	1.41	Lenovo Asia Pacific	1.21
7	8	Grey Group	Commonwealth Heads of Government Meeting, Bulla Dairy Foods, National Heart Foundation	0.96		0.96
8	7	Clemenger BBDO	SC Johnson Asia Pacific, VISA Asia Pacific, Mars Asia Pacific	0.91		0.91
9	9	Lowe	Continental Foods & Soups	0.80		0.80
10=	10	JWT	Johnson & Johnson Pariet	0.36	Rimmel London Asia Pacific	0.31
10=	14	Euro RSCG	Brisbane Youth Services, Bosch Brand	0.76	Dulux Asia Pacific	0.31
12	11	Y&R	The Australian	0.30		0.30
13	12	Publicis	LG Digital Asia Pacific	0.25		0.25
14	13	Saatchi and Saatchi	Invida Asia Pacific, Lenovo Asia Pacific	0.22		0.22
15	15	McCann WorldGroup	City Chain Asia Pacific, Playstation, Weight Watchers	0.16		0.16
16=	16=	Host		0.00		0.00
16=	16=	Dentsu		0.00		0.00
16=	16=	SapientNitro		0.00		0.00
16=	16=	Iris		0.00		0.00
20	20	DraftFCB		0.00	SC Johnson Asia Pacific	-1.51

Media New Business League(Australia) –August 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	OMD	Tourism Australia, Ancestry, Radio Rentals	8.28	Allianz	7.66
2	4	Mitchells	Woolworths, DBS Group Debt Mediators	7.70	Nissan New Zealand Limited	7.19
3	2	PHD	SC Johnson Asia Pacific, Creditor	2.35		2.35
4	9	MediaCom	Universal, Universal Pictures International, NRMA, Mission Foods	2.35	Noodle Box	1.90
5	3	Mindshare	Unilever	2.25	Freedorm	1.87
6	8	IKON	Pfizer, Australian Red Cross Blood Service, Video Ezy	1.45		1.45
7	5	Starcom MediaVest	Webster Holdings, Oz Design, GE Capital - Search Business	1.10	Southern Cross University	0.90
8	6	Maxus	SC Johnson Asia Pacific, AGL, IOOF, Macquarie Radio	1.05	Block Building	0.89
9	10	ZenithOptimedia	Charter Hall	0.78		0.51
10	7	MEC	Allianz, Starwood Hotels Asia Pacific	0.51		0.46
11=	11=	Vizeum		0.00		0.00
11=	11=	Bellamy Hayden		0.00		0.00
13	13	MPG	ASX, Bosch Brand Asia Pacific, Escada Asia Pacific	0.10		-0.07
14	14	Initiative	alibaba.com, beds4backs, MoAD, Stanley Black & Decker, GoDaddy.com	0.47	Daikin	-0.75
15	15	Universal McCann	Stockland	0.25		-2.20
16	16	Carat	Melbourne City Tourism, LJ Hooker,	2.41	Tourism Australia	-3.04

CREATIVE AGENCIES

DDB maintained on top spot on the back of previous wins. M&C Saatchi kept its second place with J Curve and Religare wins. TBWA and BMF made up the rest of the top four.

MEDIA AGENCIES

OMD maintained on top spot on the back of strong Tourism Australia win. Mitchells was fastest mover this month, securing Woolworths and others. PHD and MediaCom made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 108 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.