

## Creative New Business League(Australia) – Aug 2010

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Revenue (US\$m)</b>	<b>Recent Losses</b>	<b>Overall YTD Revenue (US\$m)</b>
<b>1</b>	<b>6=</b>	<b>TBWA</b>	IAG, National Australia Bank, Energizer, IO Glass	6.6	Rheem	5.8
<b>2</b>	<b>3=</b>	<b>M&amp;C Saatchi</b>	ING, David Jones, Brand Australia	5.0		5.0
<b>3</b>	<b>1</b>	<b>Host</b>	Goulburn Valley, Vodafone	3.1		3.1
<b>4</b>	<b>2</b>	<b>Clemenger BBDO</b>	JNJ Baby, SA Motor Association The Economist, Adairs	2.7		2.7
<b>5</b>	<b>3=</b>	<b>Euro RSCG</b>	AMD, Australian Wool Innovation, Arnold Thomas & Becker	2.6		2.6
<b>6</b>	<b>11</b>	<b>Y&amp;R</b>	NSW Government, Defence Digital, NSW Health, Petbarn	2.9	ME Bank	2.5
<b>7</b>	<b>6=</b>	<b>DDB</b>	Volkswagen, Origin Energy, Boehringer Ingelheim	3.4	Energizer	1.9
<b>8</b>	<b>5</b>	<b>McCann WorldGroup</b>	Japan Tourism, Newington, Holiday Inn	1.7		1.7
<b>9</b>	<b>8</b>	<b>Publicis</b>	Virgin Mobile	1.5		1.5
<b>10=</b>	<b>13</b>	<b>Leo Burnett</b>	Energy Australia, Nestle, Chrysler	1.3		1.3
<b>10=</b>	<b>9</b>	<b>JWT</b>	Federal Department of Health and Ageing	1.3		1.3
<b>12</b>	<b>10</b>	<b>Ogilvy</b>	Boehringer Ingelheim, Novo Nordisk, BMW, National Australia Bank	2.1	The Economist	1.2
<b>13</b>	<b>12</b>	<b>SapientNitro</b>	Terry White Chemists, QLD State Govt	0.9		0.9
<b>14</b>	<b>14=</b>	<b>Grey Group</b>	Phillippa's Bakery, Vitality Brands, Transport Certification	0.8		0.8
<b>15</b>	<b>14=</b>	<b>BMF</b>	A League	0.6		0.6
<b>16=</b>	<b>16=</b>	<b>Iris</b>	Freights and Couriers	0.0		0.0
<b>16=</b>	<b>16=</b>	<b>DraftFCB</b>		0.0		0.0
<b>18</b>	<b>18</b>	<b>Lowe</b>		0.0	JNJ Baby	(0.5)
<b>19</b>	<b>19</b>	<b>Saatchi and Saatchi</b>		0.0	David Jones	(2.0)

## Media New Business Scoreboard(Australia) –Aug 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	MediaCom	Blackmores, Mirvac, Yum, NRMA	4.6	Drinkwise	4.5
2=	2	Starcom MediaVest	GM Holden, Mitre 10, InvoCare	3.5	Bayer	2.0
2=	8=	PHD	Pepsico Buying, Guthy Renker	2.4	Real Insurance	2.0
4	5	MEC	AMBA, Novartis, Blackrock, Haribo	1.5		1.5
5	4	IKON	Ateco Automotive, SP Ardmona, Valeant	1.2		1.2
6	3	Universal McCann	Origin Energy, Burberry, Panasonic	1.3	Youi Insurance	1.1
7=	6=	Mitchells	Sanitarium, Citibank	0.9	Whistler	0.8
7=	6=	Maxus	Chrysler, Party Poker, Victorian State Election Planning	1.1	Burberry	0.8
9	8=	Vizeum	Carservice.com.au, Beauté Prestige International	0.7		0.7
10	10	MPG	Australian Wool Innovation	0.4		0.4
11=	11=	ZenithOpti media	Drinkwise, Pharma Client	0.3		0.3
11=	11=	Mindshare	INVISTA, Bayer, iiNet	1.0	Kraft	0.3
13=	13	Bellamy Hayden		0.0		0.0
13=	14	Initiative	Carper Court, Oxfam	0.9		0.0
15	15	OMD	Metro Trains Melbourne, Retravision Southern	0.6	Origin Energy	(0.7)
16	16	Carat	Primary Health Care, Royal Carribean Cruises	2.1	Yum, NRMA	(1.2)

### CREATIVE AGENCIES

TBWA jumped to the top spot after securing several wins this month including IAG and National Australia Bank. M&C Saatchi also snapped ING and moved up to the second place. Host and Clemenger BBDO stepped down to the third and fourth place

### MEDIA AGENCIES

MediaCom maintained the top position securing several wins this month including Blackmores and Mirvac. PHD snapped Pepsico Buying and Guthy Renker, and shared the second spot with Starcom. MEC also snapped several wins and moved to the fourth place.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 96 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.