

## Creative New Business League(Australia) – June 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>1</b>	Host	Goulburn Valley, Vodafone	3.1		3.1
<b>2=</b>	<b>3</b>	Clemenger BBDO	SA Motor Association The Economist, Adairs, Solar Shop	2.2		2.2
<b>2=</b>	<b>2</b>	Euro RSCG	Arnold Thomas & Becker, IPAF	2.2		2.2
<b>4</b>	<b>4</b>	TBWA	Twix, Rabobank - "Raboplus"	1.6		1.6
<b>5</b>	<b>5</b>	Publicis	Virgin Mobile	1.5		1.5
<b>6</b>	<b>6</b>	McCann WorldGroup	Newington, Holiday Inn, Bristol / White Knight, Melbourne Central	1.4		1.4
<b>7</b>	<b>9=</b>	JWT	Federal Department of Health and Ageing	1.3		1.3
<b>8</b>	<b>7</b>	Ogilvy	Boehringer - Ingelheim, Novo Nordisk, BMW, National Australia Bank	2.1	The Economist	1.2
<b>9=</b>	<b>15</b>	Y&R	Citysmart, Gold Coast TAFE	1.4	ME Bank	1.0
<b>9=</b>	<b>11=</b>	DDB	Care, Urbex, Mondial, George Weston Foods	1.5		1.0
<b>11</b>	<b>8</b>	SapientNitro	Terry White Chemists, QLD State Govt	0.9		0.9
<b>12</b>	<b>9=</b>	Leo Burnett	Nestle, Chrysler	0.8		0.8
<b>13=</b>	<b>11=</b>	Grey Group	Bayer Animal Health	0.6		0.6
<b>13=</b>	<b>11=</b>	BMF	A League	0.6		0.6
<b>15</b>	<b>14</b>	M&C Saatchi	Building Brand Australia campaign	0.4		0.4
<b>16=</b>	<b>16=</b>	Iris	Freights and Couriers	0.0		0.0
<b>16=</b>	<b>16=</b>	Lowe		0.0		0.0
<b>16=</b>	<b>16=</b>	Saatchi and Saatchi		0.0		0.0
<b>16=</b>	<b>16=</b>	DraftFCB		0.0		0.0

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

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1=	1	IKON	Ateco Automotive, SP Ardmona, Valeant, Accent Blinds	1.2		1.2
1=	9=	Carat	Kraft, Australian Unity, G-Star, Mering Carson	1.2		1.2
2=	2=	MEC	S.A. Government	1.0		1.0
2=	2=	Starcom MediaVest	Mitre 10, InvoCare	2.0	S.A. Government	1.0
5	5	Mitchells	Sanitarium, Citibank	0.9		0.9
6	6	Maxus	Chrysler, Party Poker, Victorian State Election Planning	1.1	Burberry	0.8
7=	7=	PHD	Porsche, California Table Grape Commission, Elizabeth Arden	1.1	Real Insurance	0.7
7=	7=	Vizeum	Carservice.com.au, Beauté Prestige International	0.7		0.7
9	13	MediaCom	Blackmores, Ministry of Sound	0.7	Drinkwise	0.6
10	9=	Universal McCann	Burberry, Panasonic	0.5		0.5
11=	2=	Mindshare	INVISTA (Australia), Bayer, iiNet	1.0	Kraft	0.3
11=	11=	ZenithOptimedia	Drinkwise, Pharma Client	0.3		0.3
11=	11=	MPG	Australian Institute of Chartered Accountants, Australian Cancer Council	0.3		0.3
14	14	Bellamy Hayden		0.0		0.0
15=	15	Initiative	Revlon, Progressive	0.5		(0.5)
15=	16	OMD	Bose, Jonsson Workwear	0.3	Elizabeth Arden	(0.5)

### CREATIVE AGENCIES

Host maintained the top position on the back of previous wins. Clemenger BBDO shared the second place with Euro RSCG after securing SA Motor business. TBWA made up the top four.

### MEDIA AGENCIES

Fastest mover this month is Carat who had secured Kraft business and shared the top position with IKON. MEC and Starcom made up the top four.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 94 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.