

Creative New Business League(Australia) – Sep 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1=	1	TBWA	IAG, National Australia Bank, Energizer, IO Glass	6.6	Rheem	5.8
1=	2	M&C Saatchi	Woolies hardware, ING, David Jones, Brand Australia	5.8		5.8
3	4	Clemenger BBDO	Virgin Blue, JNJ Baby, SA Motor Association The Economist	5.2		5.2
4	3	Host	Goulburn Valley, Vodafone	3.1		3.1
5	5	Euro RSCG	Credit Suisse, AMD, Australian Wool Innovation, Arnold Thomas & Becker	2.6		2.6
6	6	Y&R	NSW Government, Defence Digital, NSW Health, Petbarn	2.9	ME Bank	2.5
7	7	DDB	Moet Hennessy, Volkswagen, Origin Energy, Boehringer Ingelheim	3.4	Energizer Asia Pacific	2.0
8	10=	Leo Burnett	eBay, Energy Australia, Nestle, Chrysler	1.8		1.8
9	8	McCann WorldGroup	Japan Tourism, Newington, Holiday Inn, Bristol / White Knight	1.7		1.7
10	9	Publicis	Virgin Mobile	1.5		1.5
11	12	Ogilvy	Melbourne Convention and Exhibition Centre, Boehringer - Ingelheim, Novo Nordisk, BMW	2.3	The Economist	1.4
12	10=	JWT	Federal Department of Health and Ageing	1.3		1.3
13	13	SapientNitro	Terry White Chemists, QLD State Govt	0.9		0.9
14	14	Grey Group	Phillippa's Bakery, Vitality Brands, Transport Certification	0.8		0.8
15	15	BMF	A League	0.6		0.6
16=	16=	Iris	Freights and Couriers	0.0		0.0
16=	16=	DraftFCB		0.0		0.0
18	18	Lowe		0.0	JNJ Baby	(0.5)
19	19	Saatchi and Saatchi		0.0	David Jones	(2.0)

Media New Business Scoreboard(Australia) –Sep 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=	PHD	Hubb Financial Group, Pepsico Buying, Guthy Renker	2.5	Real Insurance	2.1
3	2=	Starcom MediaVest	GM Holden, Mitre 10, InvoCare	3.5	Bayer	2.0
4	4	MEC	AMBA, Novartis, Blackrock, Haribo	1.5		1.5
5	5	IKON	Ateco Automotive, SP Ardmona, Valeant	1.2		1.2
6	6	Universal McCann	Origin Energy, Burberry, Panasonic	1.3	Youi Insurance	1.1
7=	7=	Mitchells	Sanitarium, Citibank	0.9	Whistler	0.8
7=	7=	Maxus	Chrysler, Party Poker	1.1	Burberry	0.8
9	9	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	Sydney IVF, 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
14	13=	Initiative	Robert Half, Carper Court, Oxfam	0.9	Progressive Insurance	(0.1)
15	15	OMD	Devine Ltd, Metro Trains Melbourne, Retravision Southern	0.8	Origin Energy	(0.5)
16	16	Carat	Primary Health Care, Royal Carribean Cruises, Australian Unity	2.1	Yum, NRMA	(1.2)
CREATIVE AGENCIES						
M&C Saatchi secured Woolies hardware and shared the top place with TBWA. Clemenger BBDO moved up to the third place securing Virgin Blue. Host made up the top four. Leo Burnett picked up eBay.						
MEDIA AGENCIES						
MediaCom maintained the top position on the back of previous wins. Despite a win of Hubb Financial Group, PHD is still in the second position. MEC and IKON made up the top four.						
METHODOLOGY						
The R3 New Business League has been compiled each of the last 97 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.						
						