

Creative New Business League(Australia) – Dec 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Ogilvy	UPS Asia Pacific, Respak Digital, Taronga Zoo, GSK Children's Panadol	10.2	Hyundai	8.2
2=	NA	BMF	National Foods, Expedia, Digital Switchover, Foxtel DM, Bacardi Lion	4.5		4.5
2=	2	DDB	Village Roadshow (MyFun), Bristol Myers-Squibb, Cancer Council NSW BTL, Volkswagen BTL	4.5		4.5
4	NA	Host	Bank West, Electrolux, Tourism WA	3.1		3.1
5	5	Y&R	Noosa, Department of Climate Change, Boost, Just Cars	6.0	Telstra, Laminex, Energex	2.8
6	3	JWT	Chemmart, CityRail, ITC, Federal Government	2.4		2.4
7	4	McCann WorldGroup	Safio, Midas, Pfizer Animal Health, Nestle Healthcare	2.0	UPS Asia Pacific	1.9
8=	6	Iris	Sony, adidas, Shell, Oatley wines	1.3		1.3
8=	8=	Grey Group	CIC Limited - Googong , Victorian Electoral Commission, Colorado	1.3		1.3
10	7	M&C Saatchi	Betfair, Freedom Furniture	1.6	Don/KR Smallgoods	1.1
11	8	Lowe	Aussie	1.0		1.0
12=	10=	Saatchi and Saatchi	Hahn Super Dry, Cadbury	0.9		0.9
12=	10=	TBWA	Nicabate, VISA, Opera House Digital	2.0	St George	0.9
14	13	Leo Burnett	General Mills, Macquarie Bank	1.1	Cadbury	0.8
15	14	Publicis	Cadbury	0.8	Trading Post	0.3
16	15	DraftFCB		0.0		0.0
17	10=	Euro RSCG	Nutricia, Clearasil	0.9	Cadbury, Electrolux	(1.0)
18	16	Clemenger BBDO	BUPA, Panasonic (Asia Pacific)	0.6	Chrysler	(2.9)

Media New Business Scoreboard(Australia) –Dec 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	5	IKON	Myer, Vodafone, BankWest Media Buying, Westfield	6.5		6.5
2	1	Carat	Kidspot Digital, Freedom Furniture Digital, Disney	4.1		4.1
3=	3=	PHD	Bristol Myers-Squibb, Randstad, Sunshades Eyewear	2.7		2.7
3=	3=	OMD	Wrigley, Vodafone Asia Pacific, Virgin Atlantic, Westpac	2.8	Allianz Asia Pacific	2.7
3=	2	Mitchells	Expedia, David Jones, Independent Distillers, Tourism Queensland	4.2	Hutchison 3	2.7
6	6	Maxus	Network Video Retail, Yamaha, Secrets, Monash University	2.0	Ferrero Rocher	1.5
7	7	MPG	Evian, Frangelico, Showpony, Icon Films	0.9	Swarovski Asia Pacific	0.9
8	8	Mindshare	Sime Darby's, HBF, A2, Andrew McManus Presents	1.3	Disney	0.7
9	NA	Bellamy Hayden	Weight Watchers	0.5		0.5
10	9	ZenithOptimedia	Littlestar Services, Reckitt Benckiser Asia Pacific Bacardi	1.9	JetStar	0.4
11	9=	MEC	Full Tilt Poker, Guitar Hero	0.6	Universal Music Group	0.2
12	12	MediaCom	Allianz Asia Pacific, Brisbane City Council, Carnival Cruises, Canon	2.8	David Jones	(0.5)
13	13	Universal McCann	Bradford, AAPT, Target, Channel 10 HD	1.9	Myer	(0.6)
14	11	Starcom MediaVest	National Foods, Sportsbet, Heart Foundation, Valvoline	1.0	BankWest	(0.9)
15	14	Initiative	Rabobank, Sanitarium	0.9	The Nine Network	(1.3)

CREATIVE AGENCIES

Ogilvy finished the year on top with around 30 wins, the biggest of which included Myer and St George. BMF and DDB shared the second place. BMF had won several wins including National Foods and Expedia, DDB had won around 20 wins including Apia and Telstra. Host finished fourth with wins including Bank West, Tourism WA and Electrolux

MEDIA AGENCIES

IKON finished the year on top with several massive wins including Myer and Vodafone. Carat ranked the second with around 30 wins which included Disney, Nokia and Restaurant Brands. PHD, OMD and Mitchells shared the third place.

METHODOLOGY

The R3 New Business League has been compiled each of the last 88 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.