

Creative New Business League(Australia) –December 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	Disney, Telstra CRM	9.40	Philips Asia Pacific	8.50
2	5	Leo Burnett	Samsung, Max Factor, Johnnie Walker	3.62		3.62
3	2	TBWA	Unilever, EA Games, Reserve Bank of Australia	3.75	Mars Asia Pacific	3.49
4	3	M&C Saatchi	Lend Lease Consumer Business	3.75	ANZ Asia Pacific	2.85
5	4	BMF	Unilever Omo and Vaseline, NRMA Motoring & Services	2.70		2.70
6	7	Ogilvy	Australian Wool Innovation, Philips Asia Pacific, Blackmores	2.62	Telstra CRM	1.42
7	8	Euro RSCG	Andrew Garrett Group, Volvo Asia Pacific (Arnold)	1.86	Dulux Asia Pacific	1.41
8	6	Clemenger BBDO	ExxonMobil Asia Pacific	1.51		1.31
9	11	Lowe	Unilever, Continental Foods & Soups	1.30		1.30
10	9	Grey Group	NHCCN, Ranbuild, Optiver	1.12		1.12
11=	10	Y&R	Tatts Lotteries, NSW Health, Cigna Insurance	1.00		1.00
11=	16=	The Monkeys	Intel, Tony Ferguson, Goodstart	1.00		1.00
13	12	JWT	Unilever Sunsilk, Nestle, Johnson & Johnson Pariet	0.77	Johnnie Walker	0.67
14	13	Saatchi and Saatchi	Coca-Cola Amatil Brands	0.42		0.42
15	14	Publicis	Merck OTC Brands Asia Pacific	0.35		0.35
16=	15	Iris	Stockland	0.08		0.08
16=	16=	Dentsu		0.00		0.00
18	16=	Host		0.00		(0.01)
19	18	McCann WorldGroup	City Chain Asia Pacific, Playstation, Weight Watchers	0.16	Lufthansa Asia Pacific	(0.33)
20	19	SapientNitro		0.00	Unilever	(0.85)
21	20	DraftFCB		0.00	SC Johnson Asia Pacific	(1.51)

Media New Business League(Australia) –December 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	3	MediaCom	NSW Government, Merlin Entertainments, Revlon Asia	8.53	GPT Group-Highpoint	7.88
2	1	OMD	Southern Star, Jeanswest, Tourism California	8.92	Merlin Entertainments	7.45
3	2	Mitchells	Hopscotch Entertainment, Anthony	8.12	Tempur	7.16
4	4	PHD	Sony Ericsson Asia Pacific, Ernst & Young, SC Johnson Asia Pacific	2.38		2.38
5	5	Mindshare	Tourism New Zealand, Unilever	2.35	Freedorm	1.97
6	6	IKON	Pfizer, Australian Red Cross Blood Service, Video Ezy	1.45		1.45
7	9	Starcom MediaVest	Novartis Asia Pacific, AV Jennings, MAX Employment	1.60	Southern Cross University	1.25
8	7	Maxus	Domino's Pizza, Australian Capital Territory Government, SC Johnson	1.40	Block Building	1.24
9	10	ZenithOptimedia	Mundipharma, Fujifilm	1.13	Marriott International Asia	0.71
10	8	MEC	Marriott International Asia Pacific, Red Bull Mobile, Bank SA	1.23	Novartis Asia Pacific	0.68
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	Intrepid Travel, Petstock	0.65	Revlon Asia Pacific	(0.66)
15	15	Universal McCann	ExxonMobil Asia Pacific, Tempur	0.63		(1.83)
16	16	Carat	Philips Asia Pacific	2.96	Tourism Australia	(2.49)

CREATIVE AGENCIES

DDB continued to be ahead of the other market players with overall revenue of USD8.50M. Leo Burnett moved up to the second position with more than 10 wins, including Samsung, Max Factor and Johnnie Walker. Making up the rest of the top four were TBWA and M&C Saatchi.

MEDIA AGENCIES

MediaCom moved up to the top of the table with 2 new wins this month from NSW Government and Merlin Entertainments. Despite dropping to the second place this month, OMD still managed to obtain overall revenue of USD7.45M. Mitchells and PHD followed, making up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 112 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.