

Creative New Business League(Australia) – Feb 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Host	Goulburn Valley, Vodafone	3.1		3.1
2	2	TBWA	Rabobank - "Raboplus"	1.1		1.1
3=	18	Ogilvy	BMW, National Australia Bank, Australian Coal Association	1.7	Uncle Toby's	1.0
3=	4=	Euro RSCG	Sizzler, GMT Recruitment, Pernod Ricard	1.0		1.0
5=	6=	Clemenger BBDO	Queensland Rail, Toshiba	0.9		0.9
5=	NA	SapientNitro	Terry White Chemists, QLD State Govt	0.9		0.9
7	3	Leo Burnett	Chrysler	0.8		0.8
8	4=	Y&R	QLD State Govt, Myschool.adu.au	0.7		0.7
9	6=	McCann WorldGroup	Herron Pharmaceuticals, Uncle Toby's, Pfizer - Animal Health	0.6		0.6
10	17	DDB	Macquarie University Hospital, Guardian Pharmacies	0.6		0.1
11=	6=	Iris	Freights and Couriers	0.0		0.0
11=	6=	BMF		0.0		0.0
11=	6=	JWT		0.0		0.0
11=	6=	Grey Group		0.0		0.0
11=	6=	M&C Saatchi		0.0		0.0
11=	6=	Lowe		0.0		0.0
11=	6=	Saatchi and Saatchi		0.0		0.0
11=	6=	Publicis		0.0		0.0
11=	6=	DraftFCB		0.0		0.0

Media New Business Scoreboard(Australia) –Feb 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1=	6=	IKON	SP Ardmona, Valeant, Accent Blinds	0.8		0.8
1=	1	Maxus	Chrysler, Party Poker, Victorian State Election Planning	1.0	iiNet	0.8
1=	3	Mindshare	Bayer, iiNet	0.8		0.8
4=	2	Vizeum	Beauté Prestige International, Carsales.com.au, STA Travel	0.5		0.5
4=	6=	Universal McCann	Panasonic	0.5		0.5
6	6=	Mitchells	Citibank	0.4		0.4
7	6=	Initiative	Progressive	0.3		0.3
8=	4=	ZenithOptimedia	Pharma Client	0.1		0.1
8=	4=	Carat	Deutsche Bank	0.1		0.1
10=	6=	OMD		0.0		0.0
10=	6=	MPG		0.0		0.0
10=	6=	Bellamy Hayden		0.0		0.0
10=	6=	MEC		0.0		0.0
10=	6=	MediaCom		0.0		0.0
10=	6=	Starcom MediaVest		0.0		0.0
16	6=	PhD	Electrolux, Google B2B	0.4	Real Insurance	(0.1)

CREATIVE AGENCIES

Host and TBWA maintained the top two positions on the back of previous wins. Fastest mover is Ogilvy, securing BMW and National Australia Bank, shared the third position with Euro RSCG.

MEDIA AGENCIES

Fastest mover is IKON, securing SP Ardmona, Valeant and Accent Blinds, shared the top position with Maxus and Mindshare. Vizeum and Universal McCann shared the fourth position, snapping BPI and Panasonic respectively.

METHODOLOGY

The R3 New Business League has been compiled each of the last 90 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.