

## Creative New Business League(Australia) –Feb 2011

| <b>RANK<br/>THIS<br/>MONTH</b> | <b>RANK<br/>LAST<br/>MONTH</b> | <b>AGENCY</b>                  | <b>Recent Wins</b>                                       | <b>Estimated YTD<br/>Revenue<br/>(US\$m)</b> | <b>Recent Losses</b> | <b>Overall YTD<br/>Revenue<br/>(US\$m)</b> |
|--------------------------------|--------------------------------|--------------------------------|--|--|----------------------|--|
| <b>1</b>                       | <b>1</b>                       | <b>Leo Burnett</b>             | Census 2011  | 1.00   |                      | 1.00                                       |
| <b>2</b>                       | <b>8</b>                       | <b>Grey Group</b>              | Melbourne Storm, Sage Software                           | 0.65   |                      | 0.65                                       |
| <b>3=</b>                      | <b>2</b>                       | <b>TBWA</b>                    | GSK Oral Care, GSK Nicabate                              | 0.60   |                      | 0.60                                       |
| <b>3=</b>                      | <b>10=</b>                     | <b>BMF</b>                     | Lasoo, Bing  | 0.60   |                      | 0.60                                       |
| <b>5=</b>                      | <b>3</b>                       | <b>DDB</b>                     | Wolf Blass Wines   | 0.40   |                      | 0.40                                       |
| <b>5=</b>                      | <b>5=</b>                      | <b>Euro RSCG</b>               | Brancott Estate, Tea Drop                                | 0.40   |                      | 0.40                                       |
| <b>7</b>                       | <b>9</b>                       | <b>JWT</b>                     | Johnson & Johnson Pariet                                 | 0.32   |                      | 0.32                                       |
| <b>8</b>                       | <b>10=</b>                     | <b>Y&amp;R</b>                 | The Australian   | 0.30   |                      | 0.30                                       |
| <b>9=</b>                      | <b>4</b>                       | <b>Saatchi and<br/>Saatchi</b> | Lenovo Asia Pacific                                      | 0.20   |                      | 0.20                                       |
| <b>9=</b>                      | <b>10=</b>                     | <b>Clemenger<br/>BBDO</b>      | Blackberry Asia Pacific                                  | 0.20   |                      | 0.20                                       |
| <b>11</b>                      | <b>7</b>                       | <b>McCann<br/>WorldGroup</b>   | City Chain Asia Pacific,<br>Playstation, Weight Watchers | 0.13   |                      | 0.13                                       |
| <b>12</b>                      | <b>5=</b>                      | <b>Publicis</b>                | LG Digital Asia Pacific                                  | 0.10   |                      | 0.10                                       |
| <b>13=</b>                     | <b>10=</b>                     | <b>M&amp;C Saatchi</b>         |  | 0.00   |                      | 0.00                                       |
| <b>13=</b>                     | <b>10=</b>                     | <b>Host</b>                    |  | 0.00   |                      | 0.00                                       |
| <b>13=</b>                     | <b>10=</b>                     | <b>Dentsu</b>                  |  | 0.00   |                      | 0.00                                       |
| <b>13=</b>                     | <b>10=</b>                     | <b>SapientNitro</b>            |  | 0.00   |                      | 0.00                                       |
| <b>13=</b>                     | <b>10=</b>                     | <b>DraftFCB</b>                |  | 0.00   |                      | 0.00                                       |
| <b>13=</b>                     | <b>10=</b>                     | <b>Iris</b>                    |  | 0.00   |                      | 0.00                                       |
| <b>13=</b>                     | <b>10=</b>                     | <b>Lowe</b>                    |  | 0.00   |                      | 0.00                                       |
| <b>20</b>                      | <b>20</b>                      | <b>Ogilvy</b>                  |  | 0.00   | Lenovo Asia Pacific  | <b>(0.20)</b>                              |

# Media New Business League(Australia) –Feb 2011

| RANK THIS MONTH | RANK LAST MONTH | AGENCY            | Recent Wins   | Estimated YTD Revenue (US \$m) | Recent Losses        | Overall YTD Revenue (US \$m) |
|-----------------|-----------------|-------------------|---|--------------------------------|----------------------|------------------------------|
| 1               | 1               | Mindshare         | Unilever  | 2.25                           |                      | 2.25                         |
| 2               | 2               | PHD               | Porsche, Gumtree, Hotels.com Asia Pacific                           | 1.18                           |                      | 1.18                         |
| 3               | 3               | MediaCom          | Electronic Arts, Macquarie Bank                                     | 0.60                           |                      | 0.60                         |
| 4               | 4               | OMD               | Levi's Asia Pacific, POM Wonderful LLC, Australian Lawn Wholesalers | 0.45                           |                      | 0.45                         |
| 5               | 7               | Carat             | Walt Disney Print, Subaru Search, Selma Institute                   | 0.64                           | Swinburne University | 0.44                         |
| 6               | 14              | Starcom MediaVest | NSW Election Campaign, Eleven Digital Channel, Napoleon Perdis      | 0.57                           | Subaru               | 0.43                         |
| 7               | 5               | IKON              | Video Ezy   | 0.35                           |                      | 0.35                         |
| 8               | 6               | Initiative        | Swinburne University, Rabobank-Consolidation of Rural Account       | 0.27                           |                      | 0.27                         |
| 9               | 8=              | Maxus             | Macquarie Radio, GSK Search SEO and SEM                             | 0.05                           |                      | 0.05                         |
| 10              | 8=              | MEC               | Starwood Hotels Asia Pacific  | 0.01                           |                      | 0.01                         |
| 11=             | 8=              | Vizeum            |   | 0.00                           |                      | 0.00                         |
| 11=             | 8=              | MPG               |   | 0.00                           |                      | 0.00                         |
| 11=             | 8=              | Bellamy Hayden    |   | 0.00                           |                      | 0.00                         |
| 11=             | 8=              | ZenithOptimedia   |   | 0.00                           |                      | 0.00                         |
| 15              | 15              | Mitchells         |   | 0.00                           |                      | (0.30)                       |
| 16              | 16              | Universal McCann  |   | 0.00                           | Unilever             | (2.30)                       |

## CREATIVE AGENCIES

Leo Burnett maintained the top spot on the back of previous win. Grey jumped to second, securing Melbourne Storm and Sage Software. TBWA and BMF shared third position.

## MEDIA AGENCIES

Mindshare stayed first position, followed by PHD securing Porsche, Gumtree and other wins. MediaCom and OMD made up the rest of the top four.

## METHODOLOGY

The R3 New Business League has been compiled each of the last 102 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.

