

## Creative New Business League(Australia) – Jan 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
<b>1</b>	<b>4</b>	Host	Goulburn Valley, Vodafone	3.1		3.1
<b>2</b>	<b>12=</b>	TBWA	Rabobank - "Raboplus"	1.1		1.1
<b>3</b>	<b>14</b>	Leo Burnett	Chrysler	0.8		0.8
<b>4=</b>	<b>5</b>	Y&R	Myschool.adu.au	0.3		0.3
<b>4=</b>	<b>17</b>	Euro RSCG	Pernod Ricard, Disney Channel, IPAF	0.3		0.3
<b>6=</b>	<b>2=</b>	BMF		0.0		0.0
<b>6=</b>	<b>6</b>	JWT		0.0		0.0
<b>6=</b>	<b>7</b>	McCann WorldGroup		0.0		0.0
<b>6=</b>	<b>8=</b>	Iris		0.0		0.0
<b>6=</b>	<b>8=</b>	Grey Group		0.0		0.0
<b>6=</b>	<b>10</b>	M&C Saatchi		0.0		0.0
<b>6=</b>	<b>11</b>	Lowe		0.0		0.0
<b>6=</b>	<b>12=</b>	Saatchi and Saatchi		0.0		0.0
<b>6=</b>	<b>15</b>	Publicis		0.0		0.0
<b>6=</b>	<b>16</b>	DraftFCB		0.0		0.0
<b>6=</b>	<b>18</b>	Clemenger BBDO		0.0		0.0
<b>17</b>	<b>2=</b>	DDB	Guardian Pharmacies	0.3		(0.2)
<b>18</b>	<b>1</b>	Ogilvy	Australian Coal Association	0.1	Goulburn Valley	(0.4)

## 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)
<b>1</b>	<b>6</b>	<b>Maxus</b>	Chrysler, Party Poker, Victorian State Election Planning	1.0	iiNet	0.8
<b>2</b>	<b>NA</b>	<b>Vizeum</b>	Carsales.com.au, STA Travel	0.4		0.4
<b>3</b>	<b>8</b>	<b>Mindshare</b>	iiNet	0.3		0.3
<b>4=</b>	<b>10</b>	<b>ZenithOpti media</b>	Pharma Client	0.1		0.1
<b>4=</b>	<b>2</b>	<b>Carat</b>	Deutsche Bank	0.1		0.1
<b>6=</b>	<b>1</b>	<b>IKON</b>		0.0		0.0
<b>6=</b>	<b>3=</b>	<b>PhD</b>		0.0		0.0
<b>6=</b>	<b>3=</b>	<b>OMD</b>		0.0		0.0
<b>6=</b>	<b>3=</b>	<b>Mitchells</b>		0.0		0.0
<b>6=</b>	<b>7</b>	<b>MPG</b>		0.0		0.0
<b>6=</b>	<b>9</b>	<b>Bellamy Hayden</b>		0.0		0.0
<b>6=</b>	<b>11</b>	<b>MEC</b>		0.0		0.0
<b>6=</b>	<b>12</b>	<b>MediaCom</b>		0.0		0.0
<b>6=</b>	<b>13</b>	<b>Universal McCann</b>		0.0		0.0
<b>6=</b>	<b>14</b>	<b>Starcom MediaVest</b>		0.0		0.0
<b>6=</b>	<b>15</b>	<b>Initiative</b>		0.0		0.0

### CREATIVE AGENCIES

Host took the first place on the back of Goulburn Valley and Vodafone win. TBWA went to the second, securing a brief from Rabobank. Leo Burnett Y&R made up the top four.

### MEDIA AGENCIES

Maxus took the first position, securing several wins including Chrysler, Party Poker and Victorian State Election Planning. Vizeum went to the second on the back of Carsales.com.au and STA Travel. Mindshare and ZenithOptimedia made up the top four.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 89 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.