

Creative New Business League(Australia) –Jan 2011

RANK THIS MONTH	RANK LAST YEAR	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	9	Leo Burnett	Census 2011	1.00		1.00
2	2	TBWA	GSK Oral Care, GSK Nicabate	0.60		0.60
3	5	DDB	Wolf Blass Wines	0.40		0.40
4	20	Saatchi and Saatchi	Lenovo Asia Pacific	0.20		0.20
5=	8	Euro RSCG	Tea Drop	0.10		0.10
5=	11	Publicis	LG Digital Asia Pacific	0.10		0.10
7	7	McCann WorldGroup	Playstation, Weight Watchers, Air New Zealand	0.08		0.08
8	14=	Grey Group	Heart Foundation- Go Red for Women	0.05		0.05
9	12	JWT		0.02		0.02
10=	1	M&C Saatchi		0.00		0.00
10=	3	Clemenger BBDO		0.00		0.00
10=	4	Y&R		0.00		0.00
10=	10	Host		0.00		0.00
10=	13	Dentsu		0.00		0.00
10=	14=	BMF		0.00		0.00
10=	16	SapientNitro		0.00		0.00
10=	17	DraftFCB		0.00		0.00
10=	18	Iris		0.00		0.00
10=	19	Lowe		0.00		0.00
20	6	Ogilvy		0.00	Lenovo Asia Pacific	(0.20)

Media New Business League(Australia) –Jan 2011

RANK THIS MONTH	RANK LAST YEAR	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	12	Mindshare	Unilever	2.25		2.25
2	4	PHD	O'Brien Glass, Corporate Express, Porsche Australia	0.85		0.85
3	2	MediaCom	Electronic Arts, Macquarie Bank	0.60		0.60
4	14	OMD	Levi's Asia Pacific, POM Wonderful LLC, Australian Lawn Wholesalers	0.45		0.45
5	5	IKON	Video Ezy	0.35		0.35
6	13	Initiative	Swinburne University, Rabobank-Consolidation of Rural Account	0.27		0.27
7	15	Carat	DeAgostini, Subaru, Accent Blinds	0.39	Swinburne University	0.19
8=	6	MEC		0.00		0.00
8=	7	Maxus		0.00		0.00
8=	8	Vizeum		0.00		0.00
8=	10	MPG		0.00		0.00
8=	11	Bellamy Hayden		0.00		0.00
8=	16	ZenithOptimedia		0.00		0.00
14	1	Starcom MediaVest		0.00	Subaru	(0.15)
15	9	Mitchells		0.00		(0.30)
16	3	Universal McCann		0.00	Unilever	(2.30)

CREATIVE AGENCIES

In the first report of 2011, Leo Burnett led the way through Census 2011 win, followed by TBWA, securing GSK Oral Care and GSK Nicabate. DDB was placed third on the back of Wolf Blass Wines win. Saatchi&Saatchi picked up Lenovo global new business, making up the rest of the top four.

MEDIA AGENCIES

In just one short month, more than 20 media accounts changed hands, with Mindshare leading the way on the back of strong Unilever win. PHD was placed second, securing O'Brien Glass and Corporate Express. MediaCom and OMD made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 101 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.