

Creative New Business League(Australia) – July 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	Telstra Brand and Consumer, Hewlett Packard, Intel Asia Pacific	7.90		7.90
2	13	M&C Saatchi	Eftpos, Dick Smith, Lend Lease	2.20		2.10
3	2	TBWA	ANZ Asia Pacific, GSK Oral Care, GSK Nicabate	1.80	Mars Asia Pacific	1.60
4	3	Leo Burnett	Diageo Smirnoff, Caltex, Gumtree	1.48		1.48
5	4	BMF	Domino, Ferrero, Lasoo, Bing	1.40		1.40
6	20	Ogilvy	SC Johnson Asia Pacific, Costa Cruises, Siemens, Activision	1.19	Lenovo Asia Pacific	0.99
7	7=	Clemenger BBDO	SC Johnson Asia Pacific, VISA Asia Pacific, Mars Asia Pacific	0.91		0.91
8	6	Grey Group	Bulla Dairy Foods, National Heart Foundation, Fair Work Australia	0.86		0.86
9	5	Lowe	Continental Foods & Soups	0.80		0.80
10	7=	JWT	Johnson & Johnson Pariet	0.36	Rimmel London Asia Pacific	0.31
11	9	Y&R	The Australian	0.30		0.30
12	14	Publicis	LG Digital Asia Pacific	0.25		0.25
13	10	Saatchi and Saatchi	Invida Asia Pacific, Lenovo Asia Pacific	0.22		0.22
14	11	Euro RSCG	Bosch Brand, Stainmaster/Invista, Montal Security	0.66	Dulux Asia Pacific	0.21
15	12	McCann WorldGroup	City Chain Asia Pacific, Playstation, Weight Watchers	0.16		0.16
16=	15=	Host		0.00		0.00
16=	15=	Dentsu		0.00		0.00
16=	15=	SapientNitro		0.00		0.00
16=	15=	Iris		0.00		0.00
20	15=	DraftFCB		0.00	SC Johnson Asia Pacific	-1.51

Media New Business League(Australia) –July 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	OMD	Tourism Australia, Ancestry, Radio Rentals	8.28	Allianz	7.66
2	4	PHD	SC Johnson Asia Pacific, Creditor Watch, Unimail, Ultimate Fighting Championship	2.35		2.35
3	2	Mindshare	Unilever	2.25	Freedorm	2.22
4	3	Mitchells	DBS Group Debt Mediators, Spiritus Anglican Diocese of Brisbane, Frostbland	2.49	Nissan New Zealand Limited	1.98
5	5	Starcom MediaVest	Webster Holdings, Oz Design, GE Capital - Search Business	1.10	Southern Cross University	0.90
6	14	Maxus	SC Johnson Asia Pacific, AGL, IOOF, Macquarie Radio	1.05	Block Building	0.89
7	6	MEC	Allianz, Starwood Hotels Asia Pacific	0.51		0.51
8	7=	IKON	Australian Red Cross Blood Service, Video Ezy	0.45		0.45
9	7=	MediaCom	Mission Foods, Electronic Arts, Macquarie Bank	0.85	Noodle Box	0.40
10	12	ZenithOptimedia	Charter Hall	0.28		0.01
11=	10=	Vizeum		0.00		0.00
11=	10=	Bellamy Hayden		0.00		0.00
13	13	MPG	ASX, Bosch Brand Asia Pacific, Escada Asia Pacific	0.10		-0.07
14	9	Initiative	alibaba.com, beds4backs, MoAD, Stanley Black & Decker, GoDaddy.com	0.47	SC Johnson Asia Pacific	-0.19
15	15	Universal McCann		0.00	Unilever	-2.30
16	16	Carat	LJ Hooker, Xero, La Trobe	1.68	Tourism Australia	-3.77

CREATIVE AGENCIES

DDB maintained top spot with Telstra Brand and Consumer and Hewlett Packard new businesses. M&C Saatchi was the fastest mover this month, securing Eftpos and Dick Smith. TBWA & Leo Burnett made up the rest of the top four.

MEDIA AGENCIES

OMD stayed on top spot with some confidential wins. PHD moved up to second on the back of strong SC Johnson Asia Pacific new business. Mindshare and Mitchells made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 107 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.