

Creative New Business League(Australia) –June 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	Open University, Intel Asia Pacific, Novartis Lamasil	2.40		2.40
2	2	TBWA	ANZ Asia Pacific, GSK Oral Care, GSK Nicabate	1.80	Mars Asia Pacific	1.60
3	4	Leo Burnett	Diageo Smirnoff, Caltex, Gumtree	1.48		1.48
4	3	BMF	Domino, Ferrero, Lasoo, Bing	1.40		1.40
5	5	Lowe	Continental Foods & Soups	0.80		0.80
6	6	Grey Group	Melbourne Storm, Sage Software	0.65		0.65
7=	7	JWT	Johnson & Johnson Pariet	0.36	Rimmel London Asia Pacific	0.31
7=	11	Clemenger BBDO	VISA Asia Pacific, Mars Asia Pacific	0.31		0.31
9	8	Y&R	The Australian	0.30		0.30
10	9=	Saatchi and Saatchi	Invida Asia Pacific, Lenovo Asia Pacific	0.22		0.22
11	13	Euro RSCG	Bosch Brand, Stainmaster/Invista, Montal Security	0.66	Dulux Asia Pacific	0.21
12	12	McCann WorldGroup	City Chain Asia Pacific, Playstation, Weight Watchers	0.16		0.16
13	9=	M&C Saatchi	Vertu Asia Pacific	0.22		0.12
14	14	Publicis	LG Digital Asia Pacific	0.20		0.20
15=	15=	Host		0.00		0.00
15=	15=	Dentsu		0.00		0.00
15=	15=	SapientNitro		0.00		0.00
15=	15=	DraftFCB		0.00		0.00
15=	15=	Iris		0.00		0.00
20	20	Ogilvy	Activision, Probus, Getty Images	0.09	Lenovo Asia Pacific	(0.11)

Media New Business League(Australia) –June 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	8.17	Allianz	7.55
2	2	Mindshare	Unilever	2.25	Freedorm	2.22
3	3	Mitchells	DBS Group Debt Mediators, Spiritus Anglican Diocese of Brisbane, Frostbland	2.49	Nissan New Zealand Limited	1.98
4	4	PHD	Creditor Watch, Unimail, Ultimate Fighting Championship, Porsche	1.90		1.90
5	6	Starcom MediaVest	Webster Holdings, Oz Design, GE Capital - Search Business	1.10	Southern Cross University	0.90
6	7	MEC	Allianz, Starwood Hotels Asia Pacific	0.51		0.51
7=	8	MediaCom	Mission Foods, Electronic Arts, Macquarie Bank	0.85	Noodle Box	0.40
7=	9	IKON	Australian Red Cross Blood Service, Video Ezy	0.40		0.40
9	10	Initiative	Stanley Black & Decker, GoDaddy.com	0.43	Carpet Court	0.28
10=	11=	Vizeum		0.00		0.00
10=	11=	Bellamy Hayden		0.00		0.00
12	11=	ZenithOptimedia		0.00		(0.01)
13	14	MPG	Bosch Brand Asia Pacific, Escada Asia Pacific	0.07		(0.10)
14	15	Maxus	Macquarie Radio, GSK Search SEO and SEM	0.05	Block Building	(0.11)
15	16	Universal McCann		0.00	Unilever	(2.30)
16	5	Carat	LJ Hooker, Xero, La Trobe	1.68	Tourism Australia	(3.77)

CREATIVE AGENCIES

DDB maintained top spot on the back of Open University win, followed by TBWA. Leo Burnett and BMF made up the rest of the top four.

MEDIA AGENCIES

OMD's strong Tourism Australia win helped them leading Multinational Media Agency League, followed by Mindshare. Mitchells won almost twenty new businesses this month, including DBS Group Debt Mediators and Frostbland. PHD made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 106 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.