

Creative New Business League(Australia) – Mar 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Host	Goulburn Valley, Vodafone	3.1		3.1
2	11=	Publicis	Virgin Mobile	1.5		1.5
3=	2	TBWA	Rabobank - "Raboplus"	1.1		1.1
3=	5=	Clemenger BBDO	Solar Shop, Queensland Rail, Toshiba	1.1		1.1
5=	3=	Ogilvy	BMW, National Australia Bank, Australian Coal Association	1.7	Uncle Toby's	1.0
5=	3=	Euro RSCG	Sizzler, GMT Recruitment, Pernod Ricard	1.0		1.0
7	5=	SapientNitro	Terry White Chemists, QLD State Govt	0.9		0.9
8=	7	Leo Burnett	Chrysler	0.8		0.8
8=	9	McCann WorldGroup	Bickfords, Herron, Uncle Toby's, Pfizer - Animal Health	0.8		0.8
8=	11=	JWT		0.8		0.8
11	8	Y&R	QLD State Govt, Myschool.adu.au	0.7	ME Bank	0.3
12	10	DDB	Rebel Sports, Guardian Pharmacies	0.7		0.2
13=	11=	Iris	Freights and Couriers	0.0		0.0
13=	11=	BMF		0.0		0.0
13=	11=	Grey Group		0.0		0.0
13=	11=	M&C Saatchi		0.0		0.0
13=	11=	Lowe		0.0		0.0
13=	11=	Saatchi and Saatchi		0.0		0.0
13=	11=	DraftFCB		0.0		0.0

Media New Business Scoreboard(Australia) –Mar 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1=	IKON	Ateco Automotive, SP Ardmona, Valeant, Accent Blinds	1.2		1.2
2=	1=	Maxus	Chrysler, Party Poker, Victorian State Election Planning	1.1	iiNet	0.8
2=	1=	Mindshare	Bayer, iiNet	0.8		0.8
4=	4=	Vizeum	Beauté Prestige International, Carsales.com.au, STA Travel	0.5		0.5
4=	4=	Universal McCann	Panasonic	0.5		0.5
4=	7	Initiative	Revlon, Progressive	0.5		0.5
7	6	Mitchells	Citibank	0.4		0.4
8	10=	Starcom MediaVest	Australian Government 'Get Reading'	0.3		0.3
9=	8=	ZenithOpti media		0.1		0.1
9=	8=	Carat	Deutsche Bank	0.1		0.1
11=	10=	MPG		0.0		0.0
11=	10=	Bellamy Hayden		0.0		0.0
11=	10=	MEC		0.0		0.0
11=	10=	MediaCom		0.0		0.0
15	16	PhD	Electrolux, Google B2B	0.4	Real Insurance	(0.1)
16	10=	OMD	BMD Properties, Metecno, Austsafe, Westpoint	0.1	Ateco Automotive	(0.3)

CREATIVE AGENCIES

Host maintained the top position on the back of previous wins. Publicis jumped to the second spot, securing Virgin Mobile. TBWA and Clemenger BBDO made up the top four.

MEDIA AGENCIES

IKON went to the top securing Ateco Automotive this month. Maxus, Mindshare and Vizeum made up the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 91 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.