

Creative New Business League(Australia) – May 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	6	Euro RSCG	Arnold Thomas & Becker, IPAF	2.2		2.2
3	2=	Clemenger BBDO	The Economist, Adairs, Solar Shop, Queensland Rail, Toshiba	1.8		1.8
4	2=	TBWA	Twix, Rabobank - "Raboplus"	1.6		1.6
5	4	Publicis	Virgin Mobile	1.5		1.5
6	8=	McCann WorldGroup	Newington, Holiday Inn, Bristol / White Knight, Melbourne Central	1.4		1.4
7	5	Ogilvy	Boehringer - Ingelheim, Novo Nordisk, BMW, National Australia Bank	2.1	The Economist	1.2
8	7	SapientNitro	Terry White Chemists, QLD State Govt	0.9		0.9
9=	8=	Leo Burnett	Nestle, Chrysler	0.8		0.8
9=	8=	JWT		0.8		0.8
11=	13=	Grey Group	Bayer Animal Health	0.6		0.6
11=	15=	BMF	A League	0.6		0.6
11=	11	DDB	Mondial, George Weston Foods, Origin Energy, Yahoo 7	1.1		0.6
14	12	M&C Saatchi	Building Brand Australia campaign	0.4		0.4
15	13=	Y&R	QLD State Govt, Myschool.adu.au	0.7	ME Bank	0.3
16=	15=	Iris	Freights and Couriers	0.0		0.0
16=	15=	Lowe		0.0		0.0
16=	15=	Saatchi and Saatchi		0.0		0.0
16=	15=	DraftFCB		0.0		0.0

Media New Business Scoreboard(Australia) –May 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=	2=	Mindshare	INVISTA (Australia), Bayer, iiNet	1.0		1.0
2=	2=	MEC	S.A. Government	1.0		1.0
2=	9=	Starcom MediaVest	Mitre 10, InvoCare	2.0	S.A. Government	1.0
5	8	Mitchells	Sanitarium, Citibank	0.9		0.9
6	4	Maxus	Chrysler, Party Poker, Victorian State Election Planning	1.1	Burberry	0.8
7=	14=	PHD	Porsche, California Table Grape Commission, Elizabeth Arden	1.1	Real Insurance	0.7
7=	5	Vizeum	Carservice.com.au, Beauté Prestige International	0.7		0.7
9=	6=	Universal McCann	Burberry, Panasonic	0.5		0.5
9=	6=	Carat	NRMA Motoring & Services, Chromagen, Disney Channel	0.5		0.5
11=	9=	ZenithOpti media	Drinkwise, Pharma Client	0.3		0.3
11=	12=	MPG	Australian Institute of Chartered Accountants, Australian Cancer Council	0.3		0.3
13	14=	MediaCom	Ministry of Sound	0.2	Drinkwise	0.1
14	12=	Bellamy Hayden		0.0		0.0
15	11	Initiative	Revlon, Progressive	0.5	Sanitarium	(0.4)
16	16	OMD	Bose, Jonsson Workwear	0.3	Elizabeth Arden	(0.5)

CREATIVE AGENCIES

Host maintained the top position on the back of previous wins. Euro RSCG jumped to the second spot, securing several wins. Clemenger BBDO secured TheEconomist and made up the top four with TBWA

MEDIA AGENCIES

IKON maintained the top position securing Ateco Automotive this month. Mindshare, MEC and Starcom shared the second place.

METHODOLOGY

The R3 New Business League has been compiled each of the last 93 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.