

Creative New Business League(Australia) – May 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	2	DDB	Intel Asia Pacific, Novartis Lamasil, Realestate.co	2.10		2.10
2	1	TBWA	ANZ Asia Pacific, GSK Oral Care, GSK Nicabate	1.80		1.80
3	3	BMF	Domino, Ferrero, Lasoo, Bing	1.40		1.40
4	4	Leo Burnett	Diageo Smirnoff, Caltex, Gumtree	1.38		1.38
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	0.32		0.32
8	8	Y&R	The Australian	0.30		0.30
9=	9=	Saatchi and Saatchi	Invida Asia Pacific, Lenovo Asia Pacific	0.22		0.22
9=	11=	M&C Saatchi	Vertu Asia Pacific	0.22		0.22
11	9=	Clemenger BBDO	Blackberry Asia Pacific	0.20		0.20
12	11=	McCann WorldGroup	City Chain Asia Pacific, Playstation, Weight Watchers	0.16		0.16
13	14	Euro RSCG	Stainmaster/Invista, Bosch Brand Asia Pacific, Brancott Estate, Tea Drop	0.56	Dulux Asia Pacific	0.11
14	13	Publicis	LG Digital Asia Pacific	0.10		0.10
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		0.00	Lenovo Asia Pacific	-0.20

Media New Business League(Australia) – May 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	2	OMD	Ancestry, Radio Rentals, Ancestry.com	2.92	Allianz	2.30
2	1	Mindshare	Unilever	2.25		2.22
3	4	Mitchells	Brisconnections, Bodum, Westnet Rail	2.08		1.78
4	3	PHD	Creditor Watch, Unimail, Ultimate Fighting Championship, Porsche	1.30		1.30
5	9	Carat	Bet365, Everguide, Bloomex	1.37	Mission Foods	0.92
6	5	Starcom MediaVest	Modern Group, Webster Holdings, Oz Design	1.09	Southern Cross University	0.89
7	12	MEC	Allianz, Starwood Hotels Asia Pacific	0.51		0.51
8	6	MediaCom	Mission Foods, Electronic Arts, Macquarie Bank	0.85	Carnival Cruises	0.40
9	7	IKON	Video Ezy	0.35		0.35
10	8	Initiative	Stanley Black & Decker, GoDaddy.com, Museum of Australian Democracy	0.43	Carpet Court	0.33
11=	13=	Vizeum		0.00		0.00
11=	13=	Bellamy Hayden		0.00		0.00
11=	13=	ZenithOptimedia		0.00		0.00
14	10	MPG	Bosch Brand Asia Pacific, Escada Asia Pacific	0.07		-0.10
15	11	Maxus	Macquarie Radio, GSK Search SEO and SEM	0.05		-0.11
16	16	Universal McCann		0.00	Unilever	-2.30

CREATIVE AGENCIES

DDB moved up to top spot on the back of strong Intel Asia Pacific win, followed by TBWA. BMF and Leo Burnett made up the rest of the top four.

MEDIA AGENCIES

OMD moved up to top spot with more than ten wins, including Ancestry and Radio Rental, followed by Mindshare. Mitchells and PHD made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 105 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.