

Creative New Business League(Australia) – Nov 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Ogilvy	UPS Asia Pacific, Respak Digital, Taronga Zoo, GSK Children's Panadol	10.2	Hyundai	8.2
2	2	DDB	Village Roadshow (MyFun), Bristol Myers-Squibb, Cancer Council NSW BTL, Volkswagen BTL	4.2		4.2
3	3	JWT	CityRail, ITC, Federal Government	2.0		2.0
4	4	McCann WorldGroup	Midas, Pfizer - Animal Health, Nestle - Healthcare	1.9	UPS Asia Pacific	1.8
5	8=	Y&R	Boost, Just Cars Insurance, , V8 Supercars, Brisbane City Council	4.9	Telstra, Laminex, Energex	1.7
6	6	Iris	Sony, adidas, Shell, Oatley wines	1.3		1.3
7	7	M&C Saatchi	Betfair, Freedom Furniture	1.6	Don/KR Smallgoods	1.1
8=	8	Lowe	Aussie	1.0		1.0
8=	14	Grey Group	Victorian Electoral Commission, Colorado, Allianz Asia Pacific	1.0		1.0
10=	9=	Saatchi and Saatchi	Hahn Super Dry, Cadbury	0.9		0.9
10=	9=	TBWA	Nicabate, VISA, Opera House Digital	2.0	St George	0.9
10=	9=	Euro RSCG	Nutricia, Clearasil	0.9		0.9
13	12	Leo Burnett	General Mills, Macquarie Bank	1.1	Cadbury	0.8
14	16	Publicis	Cadbury	0.8	Trading Post	0.3
15	15	DraftFCB		0.0		0.0
16	13	BBDO	BUPA, Panasonic (Asia Pacific)	0.6	Vodafone	(2.2)

Media New Business Scoreboard(Australia) – Nov 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Carat	Kidspot Digital, Freedom Furniture Digital, Disney	4.1		4.1
2	5	Mitchells	David Jones, Independent Distillers, Tourism Queensland	3.8		3.5
3=	3	PHD	Bristol Myers-Squibb, Randstad, Sunshades Eyewear	2.7		2.7
3=	2	OMD	Wrigley, Vodafone Asia Pacific, Virgin Atlantic, Westpac	2.8	Allianz Asia Pacific	2.7
5	NA	IKON	Myer	2.6		2.6
6	6	Maxus	Yamaha, Secrets, Monash University	1.8	Ferrero Rocher	1.3
7	7	MPG	Evian, Frangelico, Showpony, Icon Films	0.9	Swarovski Asia Pacific	0.9
8	8	Mindshare	Sime Darby's, HBF, A2, Andrew McManus Presents	1.3	Disney	0.7
9=	11	ZenithOpti media	Reckitt Benckiser Asia Pacific, Swarovski Asia Pacific, Bacardi, The Buzz	1.7	JetStar	0.2
9=	9	MEC	Full Tilt Poker, Guitar Hero	0.6	Universal Music Group	0.2
11	10	Starcom MediaVest	National Foods, Sportsbet, Heart Foundation, Valvoline	1.0	Wrigley	0.1
12	12	MediaCom	Allianz Asia Pacific, Brisbane City Council, Carnival Cruises, Canon	2.8	David Jones	(0.5)
13	4	Universal McCann	Bradford, AAPT, Target, Channel 10 HD	1.9	Myer	(0.6)
14	13	Initiative	Rabobank, Sanitarium	0.9	The Nine Network (planning)	(1.3)

CREATIVE AGENCIES

Ogilvy still maintained the top position on the back of wins in previous month. DDB also maintained the second place securing Village Roadshow (MyFun), Bristol Myers-Squibb account this month. JWT and McCann made up the top four.

MEDIA AGENCIES

Carat maintained the top position securing several digital wins this month including Kidspot and Freedom Furniture. Mitchells jumped to the second place on the back of David Jones win. PHD and OMD made up the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 87 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.