

Creative New Business League(Australia) –November 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	Disney, Telstra CRM	9.40	Philips Asia Pacific	8.50
2	2	TBWA	Unilever, EA Games, Reserve Bank of Australia	3.75	Mars Asia Pacific	3.19
3	4	M&C Saatchi	Lend Lease Consumer Business	3.75	ANZ Asia Pacific	2.85
4	3	BMF	Unilever Omo and Vaseline, NRMA Motoring & Services	2.70		2.70
5	5	Leo Burnett	Unilever Dove, Diageo Smirnoff, Caltex	1.58		1.58
6	8	Clemenger BBDO	ExxonMobil Asia Pacific	1.51		1.51
7	6	Ogilvy	Philips Asia Pacific, Blackmores, Yelp.com,	2.60	Telstra CRM	1.40
8	12	Euro RSCG	Volvo Asia Pacific (Arnold)	1.81	Dulux Asia Pacific	1.36
9	7	Grey Group	NHCCN, Ranbuild, Optiver	1.12		1.12
10	9	Y&R	Tatts Lotteries, NSW Health, Cigna Insurance	1.00		1.00
11	10	Lowe	Continental Foods & Soups	0.80		0.80
12	11	JWT	Unilever Sunsilk, Nestle, Johnson & Johnson Pariet	0.62	Rimmel London Asia Pacific	0.57
13	14	Saatchi and Saatchi	Coca-Cola Amatil Brands	0.42		0.42
14	13	Publicis	Merck OTC Brands Asia Pacific	0.35		0.35
15	16	Iris	Stockland	0.08		0.08
16=	17=	Host		0.00		0.00
16=	17=	Dentsu		0.00		0.00
18	15	McCann WorldGroup	City Chain Asia Pacific, Playstation, Weight Watchers	0.16	ExxonMobil Asia Pacific	(0.25)
19	17=	SapientNitro		0.00	Volvo Asia Pacific	(0.80)
20	20	DraftFCB		0.00	SC Johnson Asia Pacific	(1.51)

Media New Business League(Australia) –November 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	Southern Star, Jeanswest, Tourism California	8.87	ExxonMobil Asia Pacific	7.45
2	2	Mitchells	Hopscotch Entertainment, Anthony Murray, Port Catherine	8.15	Tempur	7.19
3	3	MediaCom	Revlon Asia Pacific, Shell, Football	5.48	GPT	4.83
4	4	PHD	Sony Ericsson Asia Pacific, Ernst & Young, SC Johnson Asia Pacific	2.48		2.48
5	5	Mindshare	Tourism New Zealand, Unilever	2.35	Freedorm	1.97
6	6	IKON	Pfizer, Australian Red Cross Blood Service, Video Ezy	1.45		1.45
7	7	Maxus	Domino's Pizza, Australian Capital Territory Government, SC Johnson	1.40	Block Building	1.24
8	8	MEC	Marriott International Asia Pacific, Red Bull Mobile, Bank SA	1.23	Sony Ericsson Asia Pacific	1.08
9	9	Starcom MediaVest	AV Jennings, MAX Employment	1.20	Southern Cross University	0.85
10	10	ZenithOptimedia	Mundipharma, Fujifilm	1.13	Marriott International Asia Pacific	0.71
11=	11=	Vizeum		0.00		0.00
11=	11=	Bellamy Hayden		0.00		0.00
13	13	MPG	ASX, Bosch Brand Asia Pacific, Escada Asia Pacific	0.10		(0.07)
14	14	Initiative	Intrepid Travel, Petstock	0.65	Revlon Asia Pacific	(0.66)
15	15	Universal McCann	ExxonMobil Asia Pacific, Tempur	0.63		(1.83)
16	16	Carat	Philips Asia Pacific	2.96	Tourism Australia	(2.49)

CREATIVE AGENCIES

DDB maintained on top spot with Disney and Telstra CRM new businesses. TBWA was placed second, picking up Unilever and EA Games. M&C Saatchi and BMF made up the rest of the top four.

MEDIA AGENCIES

OMD stayed on top spot, followed by Mitchells. MediaCom won Revlon Asia Pacific and Shell. PHD picked up Sony Ericsson Asia Pacific new business, and made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 111 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.