

Creative New Business League(Australia) –October 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	John West, Telstra Brand and Consumer, Hewlett Packard	8.00		8.00
2	2	TBWA	Tourism New Zealand, Unilever Streets Ice Cream, Spreets.com.au	3.31	Coopers	3.05
3	3	BMF	Unilever Omo and Vaseline, NRMA Motoring & Services	2.70		2.70
4	4	M&C Saatchi	J Curve, Religare, Eftpos	3.54	ANZ Asia Pacific	2.64
5	5	Leo Burnett	Unilever Dove, Diageo Smirnoff, Caltex	1.58		1.58
6	6	Ogilvy	Canon, Good Start	1.77	Lenovo Asia Pacific	1.57
7	7	Grey Group	NHCCN, Ranbuild, Optiver	1.12		1.12
8	8	Clemenger BBDO	Bonds, Tourism Victoria, SC Johnson Asia Pacific	1.11		1.11
9	12	Y&R	Tatts Lotteries, NSW Health, Cigna Insurance	1.00		1.00
10	9	Lowe	Continental Foods & Soups	0.80		0.80
11	10	JWT	Unilever Sunsilik, Nestle, Johnson & Johnson Pariet	0.62	Rimmel London Asia Pacific	0.57
12	11	Euro RSCG	MyCareer Fairfax Media, Brisbane Youth Services, Bosch Brand	0.86	Dulux Asia Pacific	0.41
13	13	Publicis	LG Digital Asia Pacific	0.25		0.25
14	14	Saatchi and Saatchi	Invida Asia Pacific, Lenovo Asia Pacific	0.22		0.22
15	15	McCann WorldGroup	City Chain Asia Pacific, Playstation, Weight Watchers	0.16		0.16
16	16	Iris	Stockland	0.08		0.08
17=	17=	Host		0.00		0.00
17=	17=	Dentsu		0.00		0.00
17=	17=	SapientNitro		0.00		0.00
20	20	DraftFCB		0.00	SC Johnson Asia Pacific	(1.51)

Media New Business League(Australia) –October 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	Southern Star, Jeanswest, Tourism California	8.77	Henkel	7.55
2	1	Mitchells	Hopscotch Entertainment, Anthony Murray, Port Catherine	8.15	Domino's Pizza	7.29
3	5	MediaCom	Westpac, Suntech	4.90	GPT	4.25
4	3	PHD	Ernst & Young, SC Johnson Asia Pacific, Creditor Watch, Unimail	2.38		2.38
5	4	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	9	MEC	Marriott International Asia Pacific, Red Bull Mobile, Bank SA	1.23		1.18
9	8	Starcom MediaVest	Webster Holdings, Oz Design, GE Capital - Search Business	1.10	Southern Cross University	0.75
10	10	ZenithOpti media	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	Kambos, Clorox	0.62	Daikin	(0.60)
15	15	Universal McCann	UTS:InSearch, ACT Government	0.33		(2.13)
16	16	Carat	La Trobe University, GPT	2.71	Tourism Australia	(2.74)

CREATIVE AGENCIES

DDB maintained on top spot on the back of previous wins, followed by TBWA, who secured Tourism New Zealand. BMF and M&C Saatchi made up the rest of the top four.

MEDIA AGENCIES

OMD moved up to top spot, securing Southern Star, Jeanswest and Tourism California, followed by Mitchells. MediaCom jumped to third place on the back of strong Westpac and Suntech wins. PHD made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 110 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.