

Creative New Business League(Australia) –September 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	3	TBWA	Unilever Streets Ice Cream, Spreets.com.au, Spreets	3.01	Coopers	2.75
3	4	BMF	Unilever Omo and Vaseline, NRMA Motoring & Services	2.70		2.70
4	2	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	Myer Campaign, Vale, Caradvice.com.au	1.56	Lenovo Asia Pacific	1.36
7	7	Grey Group	NHCCN, Ranbuild, Optiver	1.12		1.12
8	8	Clemenger BBDO	SC Johnson Asia Pacific, VISA Asia Pacific, Mars Asia Pacific	0.91		0.91
9	9	Lowe	Continental Foods & Soups	0.80		0.80
10	10=	JWT	Unilever Sunsilk, Nestle, Johnson & Johnson Pariet	0.62	Rimmel London Asia Pacific	0.57
11	10=	Euro RSCG	MyCareer Fairfax Media, Brisbane Youth Services, Bosch Brand	0.86	Dulux Asia Pacific	0.41
12	12	Y&R	The Australian	0.30		0.30
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=	16=	Host		0.00		0.00
17=	16=	Dentsu		0.00		0.00
17=	16=	SapientNitro		0.00		0.00
20	20	DraftFCB		0.00	SC Johnson Asia Pacific	(1.51)

Media New Business League(Australia) –September 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	2	Mitchells	Hopscotch Entertainment, Anthony Murray, Port Catherine	8.15	Nissan New Zealand Limited	7.64
2	1	OMD	Sara Lee Asia Pacific, Tourism Australia, Ancestry	8.45	Henkel	7.23
3	3	PHD	SC Johnson Asia Pacific, Creditor	2.35		2.35
4	5	Mindshare	Unilever	2.25	Freedorm	1.87
5	4	MediaCom	Universal, Universal Pictures	2.35	GPT	1.70
6	6	IKON	Pfizer, Australian Red Cross Blood Service, Video Ezy	1.45		1.45
7	8	Maxus	Domino's Pizza, SC Johnson Asia Pacific, AGL	1.10	Block Building	0.94
8	7	Starcom MediaVest	Webster Holdings, Oz Design, GE Capital - Search Business	1.10	Southern Cross University	0.90
9	10	MEC	Henkel, Allianz, Starwood Hotels Asia Pacific	0.91		0.86
10	9	ZenithOptimedia	Fujifilm, Charter Hall	0.93		0.66
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	alibaba.com, beds4backs, MoAD, Stanley Black & Decker, GoDaddy.com	0.47	Daikin	(0.75)
15	15	Universal McCann	Stockland	0.25		(2.20)
16	16	Carat	Southern Cross Austereo, GPT	2.66	Tourism Australia	(2.79)

CREATIVE AGENCIES

DDB stayed on top spot on the back of John West. TBWA moved up to second, securing Unilever Streets Ice Cream and Spreets.com.au. BMF and M&C Saatchi made up the rest of the top four.

MEDIA AGENCIES

Mitchells moved up to top spot with over 50 new wins, including Hopscotch Entertainment and Anthony Murray. OMD picked up Sara Lee Asia Pacific new business, and stayed second. PHD and Mindshare made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 109 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.