

## Creative New Business League(Australia) –Jun 2012

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Revenue (US\$m)</b>	<b>Recent Losses</b>	<b>Overall YTD Revenue (US\$m)</b>
<b>1</b>	<b>1</b>	<b>M&amp;C Saatchi</b>	Optus, Slater & Gordon, Commonwealth Bank	15.10	Qantas	10.10
<b>2</b>	<b>2</b>	<b>Droga5</b>	Qantas	5.00		5.00
<b>3</b>	<b>3</b>	<b>Ogilvy</b>	Victorian Department of Health Project, John Holland Project, Department of Climate Change Project	5.99	Taronga Western Plains Zoo	4.39
<b>4</b>	<b>5</b>	<b>McCann WorldGroup</b>	Lion Nathan, Natures Organics, Warwick Fabrics	3.40		3.09
<b>5</b>	<b>4</b>	<b>DDB</b>	Arnott's Biscuits, Britax, Hertz	7.03	McDonald's McCafé and Family Business	2.43
<b>6</b>	<b>6</b>	<b>Clemenger BBDO</b>	University of South Australia, Foster's CUB, ATO	2.13		2.13
<b>7</b>	<b>7</b>	<b>Grey Group</b>	P&G Fairy Platinum Dishwashing Liquid and Dishwasher Tablets Launch Campaign, University of Canberra Digital Project, Australian National Audit Office Project	1.63		1.63
<b>8</b>	<b>13</b>	<b>Leo Burnett</b>	Jay Jays, McDonald's McCafé and Family Business, Make-A-Wish	1.60		1.60
<b>9</b>	<b>8</b>	<b>Lowe</b>	WA Electoral Commission, Johnson & Johnson Stayfree, Chartered Accountants	0.87		0.87
<b>10</b>	<b>9</b>	<b>TBWA</b>	Medibank, Taronga Western Plains Zoo, Infiniti	0.65	Tourism Tasmania	0.55
<b>11</b>	<b>10</b>	<b>DraftFCB</b>	Fairfax Media Stayz, Watty!, Kimberly-Clark KimTech	0.53		0.53
<b>12=</b>	<b>11</b>	<b>BMF</b>	Australian Electoral Commission	0.60	Domino's	0.50
<b>12=</b>	<b>17=</b>	<b>SapientNitro</b>	Dreamworld	0.50		0.50
<b>14</b>	<b>12</b>	<b>Saatchi and Saatchi</b>	Carnival Cruises, Big W	1.10	Emirates	0.35
<b>15</b>	<b>14</b>	<b>JWT</b>	FoodWorks, National Transport Commission, Rio Tinto	0.31		0.31
<b>16</b>	<b>15</b>	<b>Publicis</b>	Qantas Brand Project	0.30		0.30
<b>17</b>	<b>16</b>	<b>Iris</b>	Lonely Planet	0.05		0.05
<b>18</b>	<b>17=</b>	<b>Dentsu</b>		0.00		0.00
<b>19</b>	<b>19</b>	<b>Euro RSCG</b>	Bayer Project, Ibis Hotel, RTA Project	0.48		(0.27)
<b>20</b>	<b>20</b>	<b>Y&amp;R</b>	Freeview, APN News & Media, Retail Food Group	4.24	Arnott's Biscuits	(1.06)
<b>21</b>	<b>21</b>	<b>Host</b>		0.00	Vodafone	(4.50)

## Media New Business League(Australia) –Jun 2012

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Universal McCann	AMP-AXA, Kmart, Australian Government	7.40		7.40
2	2	Carat	Perpetual, Holden Digital, ASOS Digital	6.43		6.43
3	3	Initiative	Wattyl, Innocean Worldwide Kia, The Iconic	3.41		3.41
4	5	ZenithOptimedia	Lactalis Parmalat, Qantas Global, Mousetrap Project	3.16	RMIT	2.96
5	6=	OMD	Luxbet, RMIT, National Hearing Care	3.23	AXA	2.78
6	4	PHD	Vintec, SC Johnson	3.09	Warner Music	2.68
7	6=	MediaCom	Westpac, Real Estate Australia, REA Group	3.20	Lactalis Parmalat	2.45
8	9	Starcom MediaVest	Warner Music, Harris Scarfe, Riedel	4.65	General Motors	1.40
9	8	Maxus	Spirit of Tasmania, GSK	1.88	Rebel Sport	1.10
10	10	Vizeum	Choice	0.35		0.35
11	11	IKON	Pandora	0.25	True Value Solar	0.23
12	12	MEC	National Basketball Association Digital	0.05		0.05
13	13	Bellamy Hayden		0.00		0.00
14	15	Mitchells	Expedia Digital, RT Advertising, Rebel Sport	2.68	RMIT	(0.19)
15	14	Mindshare		0.00		(0.38)
16	16	MPG	Madman Entertainment	0.10	Optus	(3.40)

### METHODOLOGY

The R3 New Business League has been compiled each of the last 118 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.

