

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Jan 2016

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	2	DDB	Time Warner US, Jeep North America, Alfa Romeo US	29.9	L&T Realty India	29.8	31
2	-	TBWA	Le SIG (French gov.) France	20.0	Energizer / Everready Global	14.3	1
3	-	Talent Marcel	Claro mobile Brazil	10.0		10.0	1
4	-	Commonwealth	Chevrolet Brand US	10.0		10.0	1
5	-	Energy BBDO	LG G5 US Project	10.0		10.0	1
6	-	FCB	Fiat US,	8.1		8.1	7
7	5	BBDO	PepsiCo-Tropicana US, MetLife Asia Pacific (8 Markets)	7.0		7.0	3
8	-	Cheil	FMCG Client Global	6.9		6.9	20
9	9	Havas Worldwide	Huawei Smartphone Global Project, Moen US, Interflora France	6.1		6.1	3
10	-	Arnold Worldwide	Angie's List US	6.0		6.0	1
11-	18	Droga5	T-MobileUS, Rustlers UK	5.6		5.6	2
11-	17	Mullen Lowe	Unilever Cornetto (Digital) Global, Bank of England UK Project, Smart Fit Brazil	5.6		5.6	3
13	-	CP+B	Betstars UK	5.4		5.4	4
14	-	Camp + King	Energizer / Everready Global	5.0		5.0	1
15	-	Isobar	China FMCG Client	4.9		4.9	21
16	-	Y&R	Amplifon India, 6Waves Japan Project, Shell Australia Project	6.8	Pick n Pay South Africa	4.8	26
17	12	Dentsu	Unilever Brands & Digital Philippines, Red Bull (Digital) India	3.6	Cremica India	3.2	4
18-	15	SapientNitro	Hugo Boss (Digital) Global	3.0		3.0	1
18-	-	Deutsch	Green Giant US	3.0		3.0	1
18-	-	M&C Saatchi	Woolworths Australia	3.0		3.0	1
						151.7	133



## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Jan 2016

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	7	Mediacom	Sony Electronics/Mobile/Playstation Global, Tempur Sealy Global(7 markets), Gander Mountain US	34.4	E.on Europe	32.1	25
2	16	Initiative	Reckitt Benckiser Germany & Asia(6 markets), Miratorg Russia, Eurowings Germany	19.0	Coca-cola Thailand	13.3	47
3	5	PHD	TED BG Romania, Travel Expert Hong Kong, Betsson UK	10.1	Greenstone Australia	8.3	28
4	2	OMD	Sony Pictures EMEA & Asia Pacific, Sady Pridonya Russia	16.9	Sony Playstation EMEA	6.9	48
5	-	Maxus	Church & Dwight US, Jet.com US, OLX India	6.0		6.0	16
6	6	Havas Media	Dr. Wolff Germany, Moen US, MG Motor UAE, Zdrovit Poland	9.0	DBS Singapore	5.6	20
7	1	Mindshare	Yili (Digital) China, Ford (Digital), Jaguar Land Rover India	5.3	Presto (Buying) Australia	4.4	13
8	-	MEC	Pernod-Ricard Germany, Honda Cars Philippines Project, Masan (Digital) Vietnam	3.6	Harmann Germany	3.3	15
9	-	Starcom MediaVest	Coca-cola Thailand, BellTel Philippines, Coway Malaysia	3.9	J.M. Smucker Pet Brands N America	1.3	5
10	-	GKV	Medifast US	1.2		1.2	1
11	10	Vizeum	E.on UK	0.9		0.9	4
12-	12	Horizon Media	Star Ratings Australia Project	0.3		0.3	1
12-	32	Blue 449	Intu Shopping Centres UK	0.3		0.3	1
12-	36	Match Media	Presto (Buying) Australia	0.3		0.3	1
12-	-	The Gate	PDSA UK	0.3		0.3	1
16-	42	Goodstuff	Spotify UK, RateSetter UK	0.2		0.2	2
16-	-	SwellShark	Virgin Atlantic US Project	0.2		0.2	1
18-	-	Nunn Media	The Greater Building Society Australia	0.1		0.1	1
18-	14	ZenithOptimedia	DBS Singapore, Petronas Malaysia	3.8	OLX India	0.1	9
18-	13	BPN	Smar Fit Mexico	0.1		0.1	1
						84.8	240

### METHODOLOGY

The R3 New Business League has been compiled each of the last 161 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.

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