

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Apr 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	Ogilvy	Nationwide US, Persil UK, Beam Suntory Brands US, Lion(XXXX) Australia	76.5	Claro mobile Brazil	59.8	214
2	3	Mullen Lowe	USAA US, Union Investment Germany, Honda Brand India	39.1	Subway Brazil	38.4	30
3	4	VML	Wendy's US, Nespresso Brazil, Raf zen y Shell Brazil	35.5		35.5	3
4	5	Anomaly	Campell Soups Brands US, Freeview UK	32.9		32.9	3
5	14	FCB	Clorox Global, Npower UK, Whirlpool LATAM	32.0	Gruppo Campari Brands Brazil	31.5	19
6	6	TBWA	McDonald's Argentina, Claire's Korea, TOM Organic Australia	41.2	MillerCoors US	25.9	47
7	9	McCann WorldGroup	Mastercard(Digital) US, Smyths Toys Superstores UK, Mondelez Japan Project	25.8	Pandora US	24.2	165
8	68	BBH	Ray-Ban Global, Macy's US, Uber UK, CreditExpert UK	24.3	Barnardo's US	23.2	7
9	1	DDB	Time Warner US, Jeep North America, Strongbow UK	52.5	Clorox Global	21.1	110
10	8	Y&R	Premier League UK, Chanel UK, Bosch China, Kotak Bank Singapore Project	23.0	Pick n Pay South Africa	21.0	71
11	21	Droga5	Pizza Hut US, SheaMoisture US, T-Mobile US, Rustlers UK	21.4	New York City FC US	20.9	4
12-	15	Saatchi & Saatchi	Walmart - Asda UK, Ferrovie dello Stato UK, Mondelez (Gum and Candy) Japan	20.2	Union Investment Germany	16.4	40
12-	7	Cheil Worldwide	Logitech India, Coca-Cola India Project.	16.9	Pfizer Korea	16.4	61
14	18	McGarryBowen	Clorox Global, Monster.com Europe	16.0		16.0	4
15	10	Isobar	Panasonic(Digital) India	14.4		14.4	77
16-	11=	Talent Marcel	Claro mobile Brazil	10.0		10.0	1
16-	11=	Commonwealth	Chevrolet Brand US	10.0		10.0	1
16-	11=	Energy BBDO	LG G5 US Project	10.0		10.0	1
19	17	Dentsu	Unilever Brands & Digital Philippines, TI Cycles(Digital) India	8.8	Cremica India	7.7	41
20	16	Wieden & Kennedy	Samsung Mobiles US Project, Southern Comfort US, The Atlantic US Project	7.2		7.2	5
						442.4	904



2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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	1	Mediacom	Sony Electronics/Mobile/PlayStation Global, Pinterest UK, Bayer(Buying) Japan	50.2	Everest Windows UK	38.6	96
2	2	GroupM	Target US, Westpac Australia	38.3	UrbanClap India	37.7	2
3	3	OMD	Verisure Europe, Ancestry.com US, Coles Australia	48.1	Sony PlayStation EMEA	37.2	132
4	6	Havas Media	Eastern Bank US, Everest Windows UK, Lidl Poland, TIM Brazil	27.5	Vivil Germany	23.9	82
5	4	PHD	Delta Airlines(Digital) US, PizzaPortal Poland, Pokerstars Netherlands	19.7	Greenstone Australia	17.8	70
6	5	Initiative	Reckitt Benckiser Germany & Asia(6 markets), Suntory Cerebos Asia(5 Markets)	22.7	Vympelkom Russia	16.8	59
7	9=	Vizeum	E.on UK, Reckitt Benckiser Thailand	8.1	Viacom UK	7.5	24
8	7	Mindshare	King Living Singapore, DBS Bank India, Hitachi China/Japan	15.0	ITV UK	7.1	41
9	9=	Zenith	Nomad Food Europe, Shangri-La Hotels and Resorts Global, Nikon APAC	15.2	H&M US	6.4	48
10	12	MEC	Pernod-Ricard Germany, Monsanto UK, Mitsubishi Motors Australia	8.5	Harmann Germany	6.1	52
11	8	Maxus	Huawei(Planning) UK, Church & Dwight US, Jet.com US, Weber BBQ UK	6.8	Linas Matkasse Sweden	5.2	20
12	11	Exterion Media	TfL UK	5.0		5.0	1
13	15	Dentsu Media	Japan National Tourism Organisation Malaysia	4.6	Bridgestone India	4.0	60
14	13	Optimedia Blue 449	Intu Shopping Centres UK, Walmart Asda UK	3.3		3.3	2
15	14	Solve	Radisson US, American Standard US	2.7		2.7	2
16	19	Dat Viet VAC Media	Vinamilk(Buying) Vietnam, Masan (Buying) Vietnam	1.8		1.8	2
17	16	GKV	Medifast US	1.2		1.2	1
18	17	The Village Communications	Boghossian UK	1.1		1.1	1
19	18	Slingshot	Goodman Fielder Australia	1.0		1.0	1
20	31	Goodstuff	ITV UK, Spotify UK, RateSetter UK	0.8		0.8	3
						225.1	699

METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by 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.