

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Apr 2017

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	McCann WorldGroup	Coca-Cola US Project, Verizon US, Chevrolet US Social Media	79.0	Office Depot US	73.0	3
2	2	WPP(Team WBA)	Walgreens Boots Alliance US	50.0		50.0	1
3	3	Droga5	Coty Covergirl	20.0	Air Wick, Clearasil Global	16.0	1
4	4	Venables Bell & Partners	Chipotle US, 3M consumer brands US	13.6	Phillips 66 US	13.0	2
5	5	Deutsch	Booking.com US, 7-Eleven US, Tile US, Target Project US	12.0	PWC US Digital Project	11.0	4
6	7=	Joan Creative	Booking.com US	8.0		8.0	1
7-	8=	Carol H Williams	Chevrolet-Afric-Amer US	5.0		5.0	1
7-	8=	Johannes Leonardo	MassMutual US	5.0		5.0	1
7-	8=	Laundry Service	BMW US Social Media	5.0		5.0	1
7-	8=	Pereira & O'Dell	Fifth Third Bancorp US	5.0		5.0	1
11	15	Serendipit Consulting	Modern Acupuncture US, Buzzies, Blue Door Treatment Center and Caliente Construction US	4.9		4.9	7
12	7=	Ogilvy	Appletiser Global, Cisco US Project	4.8		4.8	2
13	-	DDB	Miller Lite US (digital), EA Sports Global	13.1	Chevrolet-Afric-Amer US	4.6	5
14	16	Richards Group	American Cancer Society US, TGI Friday's US	4.5		4.5	2
15-	8=	BBDO	Hot Wheels, Fisher- Price US	5.0	Belvedere vodka US	4.0	1
15-	17	Havas Worldwide	Air Wick, Clearasil Global	4.0		4.0	1
15-	-	J Walter Thompson	Luxury Client	8.3	7-Eleven US	4.0	13
18	18	72andSunny	eBay US	8.9	Target US	3.9	1
19-	19=	Weber Shandwick	Chevrolet US Social Media, The Salvation Army US	3.5		3.5	2
19-	19=	Hill Holliday	Party City US	3.5		3.5	1
						232.7	51



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Apr 2017

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	Walgreen Boots Alliance Global, Wholefoods Market US, Uniqlo US, My Heritage - My DNA US	26.9		26.9	4
2	4	Mediavest Spark	Bel Groupe Global, KFC US, Mattel US, H&R Block	26.2	Fifth Third Bancorp US	21.2	4
3	2	Publicis(Connect)	MillerCoors US	20.0		20.0	1
4	3	Empower	Fifth Third Bancorp US, Captain D's US, Ashley Furniture US Planning	14.3		14.3	3
5	21	Mindshare	TJX Companies	10.9	Mattel US	6.4	1
6	5	Havas Media	Before Brands US, Telemundo US Project, Wolfenstein US Project	4.2		4.2	7
7	8=	MullenLowe MediaHub	BET Networks US, Chipotle Mexican Grill US, Remy Cointreau US	3.5		3.5	3
8	6	PHD	HP Global Digital, Bandai US	3.4		3.4	2
9-	7	DigitasLbi	Mattel US	3.0		3.0	1
9-	-	Zimmerman Advertising	Office Depot US	3.0		3.0	1
11	8=	Assembly	WordPress US, Orbitz US, Belkin US	2.0		2.0	3
12	8=	Dentsu Aegis	Heineken brands TBC Global	2.0		2.0	1
13	-	Universal McCann	Accenture Global, Coach Global,	4.8	Office Depot US	1.8	2
14-	11	Hi-gloss	Grove Bay Hospitality Group US	1.0		1.0	1
14-	-	Young & Laramore	Ingersoll Rand Brands	1.0		1.0	2
16	-	Karbo Communications	TDK US	0.5		0.5	1
17-	12=	Cactus	Community America Credit Union US	0.3		0.3	1
17-	12=	Milner Butcher Media Group	Home Franchise Concepts (HFC) US	0.3		0.3	1
17-	12=	Tug	Thomas Sanderson US Digital	0.3		0.3	1
17-	12=	Tombras	Darden specialty brands US	0.3		0.3	1
						115.2	41

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.