

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Aug 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	2	McCann WorldGroup	The US Army US, TJX's HomeGoods US, Bombardier Canada, Vauxhall Motors(CRM) US	170.0	Office Depot US	159.0	322
2	1	Ogilvy	British Airways(Loyalty) US, Mondelez Cadbury UK & Australia, Fanta Asean Project	114.8	American Express US	89.5	288
3	3	J Walter Thompson	Le Monde France, Church's Chicken US, Qatar Financial Centre Global, Tunisie Telecom Europe	100.8	First Direct UK	85.7	403
4	38	BBDO	Macy's US, Alpura Mexico, ZTE US, Frito-Lay(Lay's) US	93.3	Belvedere vodka US	82.5	18
5	6	Isobar	Lafayette 148 US (Digital), Titan Company (Digital) Global, Canon Thailand	67.3	Innisfree Malaysia	67.2	242
6	4	DDB	ConAgra US, Miller Lite US, Center Parcs Europe, Energy California US	79.7	Electrolux Global	57.7	214
7	13	Anomaly	The Hershey Company US, Carnival Cruises US, Electrolux Global, Coca-Cola Minute Maid US	55.0	Diesel Global	51.5	10
8	5	WPP(Team WBA)	Walgreens Boots Alliance US	50.0		50.0	1
9	7	Droga5	Peroni Nastro Azzurro UK, Mattress Firm US, Tencent Gaming US	46.0	Air Wick, Clearasil Global	41.0	12
10	-	GS&P	PepsiCo US	52.0	Cisco US	39.1	1
11	8	Grey Group	Revlon US	60.6	3M Consumer Brands US	32.5	8
12	9	Leo Burnett	McDelivery Global, McDonald's UK, BMW Singapore	44.3	Coty (Max Factor) Global	30.6	163
13	-	CP+B	The Hershey Company US, Domino's US,	33.5	Infiniti Global	30.5	4
14	12	Publicis	Diesel Global, Winter Olympics 2018 UK&US, FNAC Darty Europe	29.3	MT Educare India	27.6	150
15	10	MullenLowe Group	Nuveen US, Eurosport Europe, National Trust UK, E*Trade US	32.3	Cash Converters Australia	26.0	62
16	11	R/GA	Samsung US Social Media, Coty(Clairol and Wella) US, Johnnie Walker Global	30.5	E*Trade US	24.5	10
17	19	Dentsu	Abbott Malaysia, Panasonic India Project, Jones Lang LaSalle Residential India	20.7	Etika - Calpis Malaysia Project	19.6	143
18	14	FCB	Shionogi US, Holland & Barrett UK, Aclaris US, Nestlé Grego Germany	24.3	Lime-a-Rita US	18.0	48
19	15	Wunderman	Telkom South Africa, Samsung CRM Europe, BT(Includes EE) UK Direct marketing	14.5	Electronic Client Singapore	14.3	5
20	18	Y&R	KIND Healthy Snacks US, Dept Transport Think! UK, Center Parcs UK	17.2	Bank of Scotland UK	14.0	63
						1,244.9	3,019



2017 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	MetLife US, Govt of Victoria Australia, Richemont Global, PSA Group Global	212.7	Danske Bank Nordics	198.7	185
2	2	Mindshare	IBM US&APAC, Greenpeace Germany, TJX Companies US, Supor China	116.8	Ubisoft US	94.0	158
3	3	Havas Media	Sanofi US, Bristol-Myers Squibb Global, National Football League US	72.2	Polski Bank Komorek Poland	66.9	141
4	5	Horizon Media	Sprint US	35.0	Buffalo Wild Wings US	34.8	1
5	6	MullenLowe MediaHub	Staples US, Nuveen US, Eurosport Europe	30.6	MOO US	30.3	8
6	4	Starcom	Kraft Heinz APAC, P&G UK, Merck Consumer Healthcare Global, Lowe's US Media	50.6	Coca-Cola France	29.2	32
7	7	dentsu X	Progress Russia, Booking.com Singapore, Honda Motorcycle Thailand	33.6	UCB, Inc.- Zyrtec Russia	28.3	135
8	14	Carat	Coca-Cola France, Danske Bank Nordics, CNAMTS France	50.8	Staples US	22.7	232
9	8	PHD	Home Instead US, Unilever Nigeria, PepsiCo Australia, About You Belgium	35.3	Elizabeth Arden US	20.3	146
10	9	Publicis(Connect)	MillerCoors US	20.0		20.0	1
11	13	Vizeum	Bunnpris Norway, Open Text Canada, CarMax US Project, Rostelecom Russia	22.2	Pernod Ricard Australia	17.9	129
12	10	Empower	Fifth Third Bancorp US, Captain D's US, Ashley Furniture US Planning	14.3		14.3	3
13	12	Universal McCann	iZettle US, Accenture Global, Coach Global, Ubisoft US, Spotify US	21.2	Office Depot US	13.9	64
14	11	GroupM	British Airways Global, LVMH APAC	13.0	L'Oreal Vietnam Digital and Search	12.3	2
15	19	Blue 449	Royal Caribbean Cruises Australia, Reliant Energy (NRG) US, Tempur Sealy US	13.2	Ladbrokes Coral UK	10.7	21
16	15	M/SIX	John Hancock US, Virgin Money UK, Argos UK	10.3	Sainsbury's	6.3	4
17	16	GIMC	FAW Group China	5.0		5.0	1
18	17	Dentsu Aegis	Heineken brands TBC Global	5.0	Rostelecom Russia	4.8	1
19	18	DigitasLBI	Mattel US, Lyft(Digital) US	4.0		4.0	2
20	20	The7stars	Ladbrokes Coral UK, FF Group UK,	2.8		2.8	2
						544.3	1,870

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.