



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	3	McCann WorldGroup	The Us Army, TJX's HomeGoods US, Vauxhall Motors(CRM) US, Coca-Cola Fanta US	129.7	Office Depot US	123.4	9
2	-	BBDO	Macy's US, Hot Wheels US, Fisher-Price US, ZTE US, Frito-Lay(Lay's) US	83.5	Belvedere vodka US	77.0	4
3	2	Droga5	Mattress Firm US, Tencent Gaming US, Heineken US, Dos Equis US, Ancestry.com US	58.5	Air Wick, Clearasil Global	54.5	8
4	1	WPP(Team WBA)	Walgreens Boots Alliance US	50.0		50.0	1
5	5	Anomaly	The Hershey Company, Carnival Cruises, Sally Hansen, Electrolux Global, Coca-Cola Minute Maid US	49.0	Diesel Global	48.1	8
6	-	GS&P	PepsiCo US	52.0	Cisco US	39.1	1
7	-	CP+B	The Hershey Company US, Domino's US	33.5	Infiniti Global	31.5	4
8	4	DDB	Miller Lite US, Perci ProClean US, EA Sports Global, ConAgra US, Energy California US	27.6	Electrolux Global	18.1	9
9	11	J Walter Thompson	Church's Chicken US	17.8	7-Eleven US	13.5	36
10	6	Venables Bell & Partners	Chipotle US, 3M consumer brands US	13.6	Phillips 66 US	13.0	2
11	7	Heat	John Hancock US, LG G6 US	13.0		13.0	3
12	8	OKRP	Chili's Grill & Bar	12.9		12.9	1
13	9	Grey Group	Revlon US, Applebee's US	55.5	3M consumer brands US	11.9	3
14	-	Isobar	Lafayette 148 US Digital	10.3		10.3	11
15	12	McGarryBowen	American Express US	10.0		10.0	1
16	10	Deutsch	Booking.com US, 7-Eleven US, Tile US, Target Project US	12.0	PWC US Digital Project	9.5	4
17	15	The Martin Agency	UPS Global Global, DoubleTree by Hilton US	8.5	Subway US	8.5	4
18	14	Joan Creative	Booking.com US	8.0		8.0	1
19	13	72andSunny	Infiniti Global, eBay US, Hello Products US	12.9	Target US	7.9	3
20	29	Fallon	H&R Block,, Culligan, Lime-a-Rita	7.5		7.5	3
						587.9	465



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	1	Mediacom	MetLife US, Rlichemont Global, Cheesecake Factory US, Revlon US, PSA Group Global	75.0	Tempur Sealy US	74.8	10
2	4	Havas Media	Bristol-Myers Squibb Global, Sanofi US, National Football League US	41.9	AXA Equitable US	40.2	14
3	2	Horizon Media	Sprint US	35.0	Buffalo Wild Wings US	34.8	1
4	3	MullenLowe MediaHub	Staples US, Nuveen US, Talbots US Project	29.1	MOO US	28.8	7
5	5	Publicis(Connect)	MillerCoors US	20.0		20.0	1
6	6	Starcom	Merck Consumer Healthcare Global, Lowe's US, Vans (VF Corp) US Media Buying	22.6	Mattel US	19.1	3
7	7	Empower	Fifth Third Bancorp US, Captain D's US, Ashley Furniture US Planning	14.3		14.3	3
8	9	Universal McCann	iZettle US, Accenture Global, Coach Global, Ubisoft US, Spotify US	8.1	Office Depot US	5.1	7
9	8	M/SIX	John Hancock US	5.0		5.0	1
10	10	DigitasLBI	Mattel US, Lyft US Digital Media	4.0		4.0	2
11	11	PHD	HP Global Digital, Bandai US, Home Instead US, First Midwest Bank US Digital Media	4.7	Elizabeth Arden US	3.6	4
12	12	Zimmerman Advertising	Office Depot US	3.0	Party City US	2.8	1
13	13	Mindshare	TJX Companies, IBM US, Seventh Generation US	13.1	Ubisoft US	2.1	3
14	14	Assembly	WordPress US, Orbitz US, Belkin US, Red Robin US	2.3	Vans (VF Corp) US Media Buying	2.0	4
15	15	Dentsu Aegis	Heineken brands TBC Global	2.0		2.0	1
16-	16=	Team One	Indian Motorcycle US, Dacor(Planning) US	1.0		1.0	2
16-	16=	Hi-gloss	Grove Bay Hospitality Group US	1.0		1.0	1
16-	16=	Young & Laramore	Ingersoll Rand Brands	1.0		1.0	2
16-	16=	360i	Burberry US Digital & Print Media	1.0		1.0	1
20	20	Marriner Marketing Communications	Maryland Office Of Tourism US	0.9		0.9	1
						124.9	149

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.