



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Aug 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	1	BBDO	AT&T, Neulasta, LinkedIn	278.5	HP Enterprise	255.0	5
2	11	DDB	McDonald's, Time Warner, Jeep, Alfa Romeo, Seat	134.5	Clorox	113.5	6
3	2	McGarryBowen	JC Penney, Olive Garden, Mondelez Project, Disney Project	92.1	Staples	87.1	10
4	3	Anomaly	Beats by Dr. Dre, Campell Soups Brands, Crown Royal, Buchanan's	38.4		38.4	5
5	4	VML	Wendy's, H&R Block(Social Media), Lipton Brisk	35.5		35.5	3
6	5	Ogilvy	Motorola, Nationwide, Royal Caribbean Project, GSK(Expert Marketing)	36.3	Time Warner	33.3	33
7	6	Saatchi & Saatchi	Wal-Mart, GSK	34.0	Green Giant	31.0	2
8	8	GSD&M	Dodge, Blue Bunny	26.0		26.0	2
9	9	Droga5	T-Mobile, Pizza Hut, SheaMoisture, Best Damn ale, AB InBev Brand	26.6	Motorola	21.1	6
10	10	Mullen Lowe	USAA, Hyatt Hotels, Unilever Cornetto(Digital)	20.7	Intel (B2B)	18.7	3
11	7	McCann WorldGroup	GSK(Expert Marketing), Chick-Fil-A, Cigna	28.8	Pandora	18.5	7
12	17	FCB	Clorox, Janssen, Galderma, Sandoz	25.6	Vonage	17.6	14
13	12	BBH	Macy's, Ray-Ban, Shangri-La Hotels and Resorts	21.7	Newell Rubbermaid	12.7	3
14	13	CP+B	Vonage, Hershey, Jose Cuervo	11.4		11.4	3
15	14	180	MillerCoors, University of Phoenix, ASICS Project	11.0		11.0	3
16	15	Commonwealth	Chevrolet Brand	10.0		10.0	1
17	16	Energy BBDO	LG G5 Project	10.0		10.0	1
18	-	TBWA	Intel (B2B), PepsiCo's Izze	11.3	MillerCoors	8.8	2
19	18	Figliulo & Partners	Macy's, AC Hotels by Marriott, Pete & Gerry's Eggs	6.3		6.3	3
20	-	DigitasLBI	HP Enterprise (Digital)	5.3		5.3	2
						<b>771.2</b>	<b>114</b>

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Aug 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	1	Hearts & Science	AT&T	135.0		135.0	1
2	2	PHD	Volkswagen, Carnival Corporation, Old Navy (Digital), MailChimp, Symantec	68.9		68.9	7
3	3	GroupM	Target, IKEA (Media Buying)	39.3		39.3	2
4	7	Zenith	Coty, 21st Century Fox, Shangri-La Hotels and Resorts	33.2	H&M	29.4	3
5	4	Horizon Media	LegalZoom, LG Electronics, Chobani, La Quinta Hotels	29.3		29.3	4
6	6	Havas Media	Shionogi, Tracfone, Swarovski, Eastern Bank, Moen, Avant Project	22.7		22.7	13
7	5	Assembly	21st Century Fox, E*Trade, SodaStream	19.3		19.3	4
8	8	Vizeum	21st Century Fox	10.0		10.0	1
9	9	Universal McCann	BMW, Sony Pictures, H&M, Tourism Australia	17.3	Sony Electronics	9.3	4
10	10	Dentsu Aegis Media	IKEA (Media Buying)	5.0		5.0	1
11	41	Carat	Diageo, JM Smucker Pet Brands	12.5	Sony Mobile & PlayStation	4.9	2
12	12	Solve	Radisson, American Standard	2.7		2.7	2
13	13	Maxus	Church & Dwight, Jet.com	2.5		2.5	2
14	24	360i	SoFi(Digital), DSW	2.4		2.4	2
15	14	GKV	Medifast	1.2		1.2	1
16	15	Harmelin Media	El Pollo Loco	0.8		0.8	1
17	16=	Moroch Partners	Dickies	0.5		0.5	1
18	16=	Amusement Park	Los Angeles Angels	0.5		0.5	1
19	16=	R2C Group	Leesa	0.5		0.5	1
20	16=	Connectivity Agency	OGX and Maui Moisture	0.5		0.5	1
						<b>384.5</b>	<b>54</b>

### 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](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.