



2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Dec 2015

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	Verizon Wireless US, Aldi Nord Germany, MGM Resorts US	161.8	American Airlines Global	137.4	491
2	4	DDB	Lifelock US, H&M David Beckham Global, Electrolux Australia	164.8	Flora Margarine UK	125.4	295
3	2	Wieden & Kennedy	Nurofen Global, Secret Deodorant Global, Samsung US	180.0	Squarespace US	122.6	21
4	3	Ogilvy	Coca-Cola US, Morton Salt US, Carnival Cruise China	161.8	Midea International Hong Kong	113.7	794
5	5	BBDO	Subway US, Priceline.com US, ING Direct France, Deutsche Bahn Germany	161.3	Volkswagen New Zealand	89.6	102
6	7	72andSunny	Coors Brand US, Seventh Generation US, Axe / Lynx Global, Adidas US	88.0		88.0	6
7	6	J Walter Thompson	Emirates UK&US, Coca-Cola Brazil, Northwell Health US	107.6	Singapore Tourism Global	77.7	288
8	9	Publicis	Purina US & Europe, Sheraton US, Heineken US, Tiger Beer Australia	82.5	Seabourn Cruises US	58.2	336
9	10	Havas Worldwide	Kmart US, R&B Foods US, Adidas(CRM) Europe, Carl F Bucherer UK	99.4	Nurofen Global	56.9	23
10	8	Grey Group	BOSE Global, Pernod-Ricard US, Best Buy US Project, Hotels.com Singapore	81.7	Olive Garden US	56.2	126
11	-	Hill Holliday	Bank of America US	50.0		50.0	1
12	11=	Dentsu	Toyota Australia, Qantas Australia, Teacher's Brazil, Jinmailang China	45.2	Junlebao China	39.1	278
13	11=	Kolle Rebbe	O2 Germany, Krombacher beer Germany, Netflix Germany	33.4		33.4	3
14	14	BETC	Bouygues Telecom France, Ubisoft EMEA, Sephora Europe, Peugeot Brazil	35.3	Diet Coke UK	33.3	7
15	-	SapientNitro	Carnival Cruise Line US, Tesco UK, Riot Games China	40.9		32.6	19
16	15	AKQA	Jaegermeister Global, Verizon(Digital) US, Volvo Cars Global	32.0		32.0	5
17	16	Mullen Lowe	Ulta Beauty US, California Avocados US, GAP LATAM	42.2	Maruti Suzuki India	26.0	106
18	18	Droga5	Under Armour US, Belstaff Europe, Impulse Europe	36.3	Chobani US	25.8	15
19	17	R/GA	Signal (digital) Global, Jet.com US	37.7	Volvo Cars(digital) Global	25.7	8
20	19	Anomaly	New York Life US, Carhartt apparel US, Squarespace US	22.9		22.9	9
Top 20 Agencies:						1,246.4	2,933
All Agencies:						1,890.9	4,303



2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Dec 2015

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	Mindshare	Unilever EU/US/Asia(Ex Greater China), General Mills Global, Booking.com North America	323.6	Celebrity Cruises US	288.8	121
2	2	OMD	Telenor Denmark&Norway, Yandex Russia, OPAP Greece	260.9	iiNet Australia	155.9	347
3	4	Carat	P&G US, Mondelez NA/EU/APAC, Lionsgate UK, Energy Trust China	140.0	DHL Global	126.6	509
4	3	Universal McCann	Johnson & Johnson Global, Coca-Cola US, Optus Australia	162.6	L'Oreal US	126.0	318
5	5	PHD	Unilever Greater China, Virgin Atlantic UK, Al Futtaim Group UAE	140.1	Unilever East Europe	111.3	183
6	6	Havas Media	JDE Global, Proximo US, Sears US, CapitaLand Singapore	104.4	Mars LatAm	78.2	179
7	8	Mediacom	American Airlines Global, Novartis APAC Regional, Mars Latam	66.6	Suntory UK	35.9	198
8	7	Canvas Worldwide	Hyundai Motor US, Kia Motor US	35.0		35.0	2
9	9	Dentsu Media	Honda Europe, Disney SEA	27.6	Kurl-on India	24.2	213
10	10	Vizeum	BBC Australia, PedidosYa Argentina, Arla Foods Africa	28.4	LVMH Korea	18.8	153
11	-	Spark	Taco Bell	15.0		15.0	1
12	11	Horizon Media	Lindt US, STX Entertainment US, ABC TV (digital) US	14.3	Manufacture Client US	11.5	7
13	12	BPN	Tyson US, Emblem US, CCU-Ecusa US, Propaís Colombia	11.0	Morgan Stanley US	10.5	16
14	14	ZenithOptimedia	Singapore Airlines Global, Mercedes-Benz China, LVMH Korea	68.0	Lactalis Europe	8.6	112
15	-	Mediahub	Scotts Miracle-Gro US, Royal Caribbean US, JetBlue US	7.5		7.5	4
16	13	Initiative	Unilever Latam, Joey's Pizza Services Germany, Harman International Netherlands	68.2	EA Sports Spain	6.8	137
17	15	360i	Spotify US Digital, LongHorn Steakhouse US, Eurostar UK	3.4		3.4	3
18	-	United Entertainment Group	ASICS America US, DraftKings.com US	3.3		3.3	2
19	-	Colle + McVoy	August Schell Brewing Company US, Elanco US, Blue Bunny US	3.0		3.0	4
20	16	GDAD	Dongfeng Yueda Kia China	2.5		2.5	1
Top 20 Agencies:						1,072.9	2,510
All Agencies:						1,017.4	2,942

METHODOLOGY

The R3 New Business League has been compiled each of the last 160 months using data supplied by 26 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 for clients across the region.

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