



2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	Wieden & Kennedy	Samsung, Nurofen, Bud Light, Verizon, KFC, Yoplait	157.1	Squarespace	119.6	9
2	4	72andSunny	Seventh Generation, Coors Brands, Adidas, General Mills Totino's	83.0		83.0	6
3	2	McCann WorldGroup	Verizon Wireless, LMGM Resorts, Chevy Silverado, Hulu	77.4	Cuervo	69.3	12
4	3	BBDO	Priceline.com, Pepsi, Subway, Humana	107.9	Bud Light	56.9	10
5	5	DDB	Lifelock, Pears Skincare, Hudson's Bay, Huawei Device, Rocky Mountaineer	57.2	Armored AutoGroup Brands	55.9	11
6	-	Hill Holliday	Bank of America	50.0		50.0	1
7	6	AKQA	Delta Airlines(Digital), Volvo Cars, Verizon(digital)	25.0		25.0	4
8	-	SapientNitro	Carnival Cruise Line, Beam Suntory Brand	31.7		23.7	4
9	7	Ogilvy	Coca-Cola, Southwest Airlines, Christopher & Banks	34.5	AMPM	22.8	71
10	8	Droga5	Johnsonville, NBTY Vitamins, Under Armour	31.5	Chobani	21.5	9
11	20	J Walter Thompson	Cobra Golf, Special K, Apollo Tyres, Northwell Health, Emirates	40.4	Vonage	21.4	11
12	9	R/GA	E*Trade(TV), Simple, Verizon(digital), Jet.com	28.1	Ameriprise	20.1	5
13	58	Havas Worldwide	Vertu, Mizkan Group(Ragu&Bertolli), Edible Arrangements	63.8	New York Life	19.4	9
14	12	Publicis	Heineken, Ferrero Rocher, Abbott Nutrition, Sheraton, Kinder Care	36.3	Seabourn Cruises	19.3	22
15	11	Venables Bell & Partners	Massage Envy, Samsung Appliances, Leinenkugel's Beer, Celebrity Cruises	18.8		18.8	7
16	10	RPA	Apartments.com, Tempur Sealy, AMPM	17.6		17.6	3
17	16	Grey Group	BOSE, Volvo, Pandora Jewellery, SunEdison, LendingTree	32.2	Olive Garden	17.2	10
18	13	Anomaly	Lyst, Squarespace, Major League Baseball, New York Life	16.4		16.4	5
19	14	Barton F. Graf 9000	Scotts Miracle-Gro, Snyder's-Lance brands	13.0	GrubHub	12.0	2
20	25	The Richards Group	Schwab Trading Services, Alfa Romeo Project	12.0		12.0	3
Top 20 Agencies:						701.8	214
All Agencies:						876.9	524

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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, General Mills, Booking.com	128.1	Royal Caribbean	113.6	3
2	2	OMD	P&G, Wells Fargo, JCPenney, Bacardi, Norwegian Cruise Line	152.9	DE Master Blenders	90.1	14
3	3	Carat	P&G, Mondelez Global, EMC Global, NRG, Great Call	69.7		69.7	7
4	4	Universal McCann	Johnson & Johnson, Coca-Cola, Sony, Hotwire, Ghirardelli	63.6	L'Oreal (TV and print buying)	42.4	9
5	5	Canvas Worldwide	Proximo, Hyundai Motor, Kia Motor	35.0		35.0	2
6	6	PHD	Sony Mobile Economist, Cricket, Harry Winston	33.7		33.7	16
7	7	Havas Media	Proximo, Sears, National Association of Realtors, Safelite, ROOSTCASF	32.5	CDC	29.0	15
8	8	MEC	L'Oreal, MetLife	47.5	Taco Bell(Buying)	16.9	3
9	-	Spark	Taco Bell	15.0		15.0	1
10	9	Horizon Media	Lindt, STX Entertainment, Snyder's-Lance	14.3	Manufacture Client	11.5	7
11	-	Mediahub	Scotts Miracle-Gro US, Royal Caribbean US, JetBlue US	7.5		7.5	4
12	10	BPN	Tyson, Sears Project, Emblem, DeVrey University	5.7	Morgan Stanley	5.2	4
13=	-	United Entertainment Group	ASICS America US, DraftKings.com US	3.3		3.3	2
13=	11	360i	Spotify(Digital), LongHorn Steakhouse	3.3		3.3	2
15	-	Colle + McVoy	August Schell Brewing Company US, Elanco US, Blue Bunny US	3.0		3.0	4
16	18=	Harmelin Media	New York Racing Association	2.3		2.3	3
17	12	Resolution Media	3M, Texas Instruments	2.1		2.1	2
18	15	CrossMedia	GNC, Phoenix Mercury & Suns	2.0		2.0	3
19	13	Moroch Partners	Six Flags	1.9		1.9	1
20	14	Doner	Highmark Health	1.8	Perkins Restaurants & Bakery	1.5	2
Top 20 Agencies:						488.8	104
All Agencies:						362.7	212

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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