

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Dec 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	Neulasta US, Merisant Global, Volkswagen Brazil, Kiabi France	351.3	Sainsbury's UK	269.3	35
2	2	DDB	Samsung(TV and Home Appliances) North America, McDonald's Singapore	231.5	Qualcomm US	182.0	323
3	3	Ogilvy	KFC Germany, Sipsmith Gin UK, British Airways (Digital) Global, Vodafone UK	198.8	Expedia Europe	171.4	606
4	4	Druga5	Sprint US, Google Pixel Global, The New York Times US, Seat Europe Project	125.7	Diet Coke US	109.0	11
5	5	McGarryBowen	United Airlines Global, Clorox Global, JC Penney US, Mondelez US Project	113.4	Staples US	108.4	24
6	6	McCann WorldGroup	Reckitt Benckiser (Lysol/Dettol) Global, Staples US, Godiva Chocolatier US	130.1	General Mills US	101.8	542
7	7	TBWA	TD Bank US, PMU France, Vicks Europe, Intel (B2B) Global	110.8	Car2Go US	93.4	168
8	8	Isobar	Martell France, Western Union UK, Huawei UK Project	69.7	Kellogg's UK	69.0	307
9	10	Y&R	Reliant Energy US, Cirque du Soleil US, 2020 Census US, Chanel UK	72.9	Marks & Spencer UK	54.1	187
10	9	VML	New Balance Global, Electrolux US, Lipton Brisk US, GMCVB US	51.6		51.6	8
11	11	FCB	Clorox Global, Academy Sports + Outdoor US, The Big Issue UK	58.3	Vonage US	49.1	65
12	12	Anomaly	Coty (Sally Hansen) Global, Beats by Dr. Dre Global, Sally Hansen Global	46.2	Duracell US	42.7	9
13	14	Dentsu	LTA Singapore, Paty & Vienísima (BRF) Argentina, LEXUS China Project	44.3	Weet-Bix Australia	41.3	196
14	15	Saatchi & Saatchi	GSK Global, Wal-Mart - Asda UK, Wal-Mart US, Bacardi China	99.8	Toyota Europe	40.2	112
15	13	72andSunny	General Mills	40.0		40.0	1
16	16	MMB	Subway US	37.5		37.5	1
17	17	CHI & Partners	Toyota Europe, McVitie's and Godiva UK	35.7	Drench/R White's UK	34.9	3
18	18	Redscout	General Mills	30.0		30.0	2
19	20	Publicis	HPE Global, Sanofi Pasteur US, Heineken(Digital) UK	107.0	Renault(Digital) Germany	29.7	317
20	19	GSD&M	Dodge US, Blue Bunny US, Hilton US Project	27.0		27.0	3
						1,582.4	2,920



2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Dec 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	PHD	AIA Italy, Rabobank Groep Netherlands, Volkswagen Global, Canon UK	183.3	Mars Finland	179.6	186
2	2	Hearts & Science	AT&T US	135.0		135.0	1
3	3	Mindshare	21st Century Fox Europe, Abbott US, Wyeth (Planning) China, IKEA Australia	146.2	Tim Hortons Canada	109.3	469
4	4	Havas Media	Swarovski Global, 21st Century Fox LatAm, Deka Bank Germany, Hyundai Kia Mexico	89.4	Nationwide Building Society UK	75.3	249
5	7	OMD	Campofrio Food Group Spain, Bancolombia Colombia, JCPenney Puerto Rico	108.0	Heinz Australia	64.0	353
6	5	Zenith	21st Century Fox APAC, ZDF Germany, Coty Global, STB Global	113.2	Nestle Germany	60.6	96
7	6	Carat	AA UK, Premier Foods UK, Coca-Cola Canada, C&A Europe, Mutua Madrileña Spain	97.5	Monoprix France	60.4	457
8	8	GroupM	Target US, Westpac Australia, IKEA (Media Buying) Global	51.1	UrbanClap India	49.7	4
9	-	Starcom	FCA (Alfa Romeo, Chrysler and Jeep) EMEA & APAC, Mars (Buying) Asia(8 Markets), Heinz Australia	74.3	Coca-Cola China	46.7	79
10	9	Horizon Media	Avon US, Chobani US, La Quinta Hotels US, LG Electronics US	36.1		36.1	7
11-	-	RPA	Honda and Acura(Media Buying) US	30.0		30.0	1
11-	10	Vizeum	Ikea UK, Total S.A. Global, Sonos Global, E.on UK, TSB UK	43.1	BMW UK	30.0	92
13	11	Initiative	IKEA Italy, Graftschafter Germany, Hans Anders Netherlands	45.4	USAA US	29.8	202
14	13	Universal McCann	Tim Hortons Canada, BEF Foods US, H&M France, Fitbit US	64.9	Danone Egypt	23.2	249
15	12	Dentsu Media	Calzedonia Russia, Japan National Tourism Organisation Malaysia	26.7	FCA Japan	21.6	262
16	14	M/SIX	Toyota Europe	17.2		17.2	1
17	15	MediaHub	Western Union Global	17.9	La Quinta Hotels US	16.1	1
18	16	Dentsu Aegis Media	IKEA (Media Buying) Global, Diageo Global	15.0		15.0	2
19	19	Blue 449	Monoprix France, HPE Global, Intu Shopping Centres UK, Walmart Asda UK	15.1	IKEA Australia	12.7	13
20	18	Merkle	Warner Bros and HBO (Digital)	12.5		12.5	1
						1,024.8	2,725

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 info@r3.com or visit www.r3.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.

greg@rtthree.com or visit www.rtthree.com for more information or to download a soft copy. RT3 is the leading independent consultancy focused on tracking of agency performance, and marketing ROI.