



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	AT&T, Neulasta, LinkedIn, Subway, Merisant, ExxonMobil (portion)	302.5	HP Enterprise	241.5	8
2	3	Droga5	Sprint, Google Pixel, The New York Times, T-Mobile, Pizza Hut	114.9	Diet Coke	105.2	9
3	2	DDB	Samsung (TV and Home Appliances), McDonald's, Time Warner, Seat	133.0	Qualcomm	102.0	6
4	4	McGarryBowen	JC Penney, Olive Garden, Mondelez Project, Disney Project	92.2	Staples	87.2	11
5	5	Ogilvy	Motorola, Nationwide, Royal Caribbean Project, GSK(Expert Marketing)	48.3	Time Warner	45.3	35
6	6	VML	GMCVB US, New Balance Global, Electrolux	45.1		45.1	6
7	8	Anomaly	Diesel Global, Beats by Dr. Dre, Campell Soups Brands, Sally Hansen	44.8	Duracell	41.3	7
8	7	72andSunny	General Mills	40.0		40.0	1
9	9	MMB	Subway	37.5		37.5	1
10-	10	Saatchi & Saatchi	Wal-Mart, GSK, USAA	48.0	General Mills	30.0	3
10-	11	Redscout	General Mills	30.0		30.0	2
12	12	GSD&M	Dodge, Blue Bunny, Hilton Project	27.0		27.0	3
13	13	FCB	Academy Sports + Outdoor, Xiaflex, Clorox, Janssen, Galderma, Sandoz	32.1	Vonage	24.1	18
14	14	McCann WorldGroup	Godiva Project, Chick-Fil-A, Cigna, Qualcomm, BEF Foods, Bob Evans Farms	41.7	General Mills	16.4	12
15	15	BBH	Macy's, Ray-Ban, Shangri-La Hotels and Resorts	21.7	Newell Rubbermaid	12.7	3
16-	16	Barker	SlimFast, Physique 57, Legendary Restaurant Brands	12.0		12.0	5
16-	17	SapientRazorfish	JM Smucker Brands(Digital), Church & Dwight Brands(Digital), USAA	12.2		12.0	5
18	18	CP+B	Vonage, Hershey, Jose Cuervo	11.4		11.4	3
19-	20	Commonwealth	Chevrolet Brand	10.0		10.0	1
19-	21	Energy BBDO	LG G5 Project	10.0		10.0	1
						940.7	140



## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	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	4	Horizon Media	Tim Hortons, Avon, LegalZoom, LG Electronics, Chobani, La Quinta Hotels	35.9		35.9	6
5	5	Zenith	Coty, 21st Century Fox, Shangri-La Hotels and Resorts	33.2	H&M	24.4	3
6	6	Havas Media	Shionogi, Tracfone, Swarovski, Eastern Bank, Moen, Avant Project	22.7		22.7	13
7	7	Vizeum	21st Century Fox, Sonos Global, Total S.A. Global	20.5		20.5	5
8	8	Universal McCann	Fitbit, BEF Foods, BMW, Sony Pictures, H&M	22.0	Sony Electronics	14.0	5
9	9	MediaHub	Western Union Global	14.3	La Quinta Hotels	12.6	1
10	10	Merkle	Warner Bros and HBO	12.5		12.5	1
11	11	Assembly	Red Robin, 21st Century Fox, E*Trade, SodaStream	20.4	Gorton's Seafood	10.1	5
12	12	Dentsu Aegis Media	IKEA (Media Buying)	5.0		5.0	1
13	13	Carat	Diageo, JM Smucker Pet Brands	12.5	Sony Mobile & PlayStation	4.9	2
14	14	Blue 449	HP Enterprise Global	4.0		4.0	1
15	15	Maxus	PNC, Church & Dwight, Jet.com, Pharmicare	3.5		3.5	4
16	16	Solve	Radisson, American Standard	2.7		2.7	2
17	17	360i	SoFi(Digital), DSW	2.4		2.4	2
18=	18=	Harmelin Media	El Pollo Loco, Medical Alert	1.3		1.3	2
18=	18=	GKV	Medifast, Bridgestone Golf	1.3		1.3	2
20	20	MBMG	360fly, Sun-Maid Growers of California	0.8		0.8	2
						<b>421.8</b>	<b>67</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.