

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Feb 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	-	Ogilvy	Target US, Quizlet US Project, Clorets Gum Global	48.8	Claro mobile Brazil	35.4	141
2	-	VML	Wendy's US, Nespresso Brazil	35.0		35.0	2
3	2	TBWA	McDonald's Argentina, Virgin Mobile Australia, Foxtel Australia	30.8	Energizer / Eveready Global	25.1	23
4	10=	Mullen Lowe	Unilever Cornetto (Digital) Global, Hyatt Hotels Global, Pernod Ricard India	21.9		21.9	15
5	1	DDB	Time Warner US, Jeep North America, Volkswagen Australia Project	20.0	HPB Singapore	19.2	67
6	16	Y&R	Premier League UK, Eveready India	13.1	Pick n Pay South Africa	11.1	43
7-	3=	Talent Marcel	Claro mobile Brazil	10.0		10.0	1
7-	3=	Commonwealth	Chevrolet Brand US	10.0		10.0	1
7-	5	Energy BBDO	LG G5 US Project	10.0		10.0	1
10	7	Cheil	Coca-Cola India Project	9.9		9.9	36
11	9	Arnold Worldwide	Angie's List US, New Balance US	9.0		9.0	2
12	15	Isobar	China FMCG Client	8.9		8.9	52
13-	25	McCann WorldGroup	Celcom Malaysia, Riverside Group China, NEXT Japan Project	8.8	VIP India	8.6	73
13-	13	FCB	Fiat/Chrysler US Project, Prudential Hong Kong, Serasa Consumidor Brazil	9.1	Gruppo Campari Brands Brazil	8.6	12
15	22	McGarryBowen	Monster.com Europe	6.0		6.0	3
16	10=	Droga5	T-Mobile US, Rustlers UK	5.6		5.6	2
17	12	CP+B	Betstars UK, Hershey US, B.blend Brazil, Bravecto Brazil	5.4		5.4	4
18	14	Camp + King	Energizer / Eveready Global	5.0		5.0	1
19-	-	J Walter Thompson	Jetstar Australia, USO US	10.8	Brand USA Global	4.8	78
19-	8	Havas Worldwide	Huawei Smartphone Global Project, Moen US, Interflora France, Heathrow Airport UK	7.8	Virgin Mobile	4.8	6
						254.2	563



2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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	Mediacom	Sony Electronics/Mobile/Playstation Global, Pinterest UK, Pfizer Mexico	37.9	E.on Europe	30.1	47
2	4	OMD	Sony Music Global, Verisure Europe 4 Markets, Carlsberg China	33.9	Sony Playstation EMEA	23.6	82
3	2	Initiative	Reckitt Benckiser Germany & Asia(6 markets), The Cancer Council Australia	19.2	Coca-Cola Thailand	13.5	48
4	6	Havas Media	Bet 365 Spain, Bauhaus Germany, Bein Sports France	14.6	DBS Singapore	11.3	34
5	3	PHD	Viacom UK, Vaya Australia, Nintendo Switzerland	13.0	Greenstone Australia	11.2	47
6	5	Maxus	Huawei UK(Planning), Church & Dwight US, Jet.com US, OLX India	6.5	Acer Indonesia	6.3	17
7	11	Vizeum	E.on UK, AFL Australia	6.6	Viacom UK	6.1	11
8	7	Mindshare	KangShiFu Beverages (Digital), Yili (Digital) China, Jaguar Land Rover India	7.8	Vita Coco EMEA	4.8	22
9	8	MEC	Pernod-Ricard Germany, Honda Cars Philippines Project, Masan (Digital) Vietnam	4.9	Harmann Germany	4.5	26
10	21	Dentsu Media	Japan National Tourism Organisation Malaysia	1.4		1.4	16
11	10	GKV	Medifast US	1.2		1.2	1
12	-	The Village Communications	Boghossian UK	1.1		1.1	1
13	18=	Zenith	DBS Singapore, Scisky China, UrbanClap India	4.8	OLX India	0.9	15
14=	-	M2M	PDSA UK, Not On The High Street UK, Sony Pictures Australia	0.6		0.6	5
14=	12=	Match Media	Presto (Buying) Australia	0.6		0.6	1
16=	12=	Horizon Media	Star Ratings Australia Project	0.3		0.3	1
16=	12=	Optimedia Blue 449	Intu Shopping Centres UK	0.3		0.3	1
16=	12=	The Gate	PDSA UK	0.3		0.3	1
19=	16=	Goodstuff	Spotify UK, RateSetter UK	0.2		0.2	2
19=	-	Alliance	Vivo India	0.2		0.2	1
						118.1	379

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 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.