



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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, Quizlet Project, Intuit, Capital One Project	17.3	Time Warner	14.3	20
2-	2=	Commonwealth	Chevrolet Brand	10.0		10.0	1
2-	2=	Energy BBDO	LG G5 Project	10.0		10.0	1
4	4	Arnold Worldwide	Angie's List, New Balance	9.0		9.0	2
5	24	Mullen Lowe	Hyatt Hotels	7.2		7.2	2
6	1	DDB	Time Warner, Alfa Romeo, Jeep US, Fiat/Chrysler Project	7.0		7.0	4
7	5=	BBDO	PepsiCo-Tropicana	5.5		5.5	2
8-	5=	Droga5	T-Mobile	5.0		5.0	1
8-	-	Phenomenon	Intuit	5.0		5.0	1
10-	7=	FCB	Fiat/Chrysler Project, Project Literacy	3.5		3.5	2
10-	7=	Deutsch	Green Giant, Foster Farms	3.7	Jagermeister	3.5	2
12-	7=	CP+B	Hershey roster	3.0		3.0	1
12-	7=	Cloudfactory	Heineken (Strongbow Apple Ciders)	3.0		3.0	1
12-	7=	McCann WorldGroup	Chevrolet Brand	3.0		3.0	1
12-	-	180	University of Phoenix, ASICS Project,	3.0		3.0	2
16	-	Yamamoto	Xcel Energy, YP.com, Vuzix	2.6		2.6	5
17	12	Camp + King	Energizer / Eveready	2.5		2.5	1
18	13	McGarryBowen	Brand USA tourism	2.1		2.1	1
19-	14=	Zimmerman	Advance America	2.0		2.0	1
19-	14=	Fallon	Quicken Loans	2.0		2.0	1
						103.2	52

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	1	Mediacom	Gander Mountain, American Airlines, Xero	17.1		17.1	5
2-	2=	Universal McCann	Sony Pictures	10.0	Sony Electronics	2.5	1
2-	2=	Maxus	Church & Dwight, Jet.com	2.5		2.5	2
4	4	Havas Media	Moen, Avant Project, Chiquita	2.0		2.0	4
5	5	GKV	Medifast US	1.2		1.2	1
6	18	OMD	Sony Music	0.5	Virgin Atlantic Project	0.3	1
7	6	SwellShark	Virgin Atlantic Project	0.2		0.2	1
8-	7=	Mindshare		0.0		0.0	0
8-	7=	Canvas Worldwide		0.0		0.0	0
8-	7=	PHD		0.0		0.0	0
8-	7=	MEC		0.0		0.0	0
8-	7=	Horizon Media		0.0		0.0	0
8-	7=	Mediahub		0.0		0.0	0
8-	7=	BPN		0.0		0.0	0
8-	7=	United Entertainment Group		0.0		0.0	0
8-	7=	360i		0.0		0.0	0
8-	7=	Colle + McVoy		0.0		0.0	0
18	20	The Martin Agency		0.0	Moen	-0.8	0
19	21	Carat	JM Smucker Pet Brands	2.5	Sony Mobile & Playstation	-5.0	1
20	-	Starcom		0.0	Walmart	-22.5	0
						-2.6	16

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.