

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Feb 2017

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	McCann WorldGroup	Verizon US, Chevrolet(Social) US, Alzheimer's Society UK	88.6	Office Depot US	80.7	84
2	2	WPP(Team WBA)	Walgreens Boots Alliance US	50.0		50.0	1
3	3	Ogilvy	Boots UK, Bulmers UK, Appletiser Global, Vodafone UK, CCAA Brazil	46.2	BT UK Direct marketing	41.2	96
4	-	Droga5	Coty CoverGirl N America	25.0	Air Wick, Clearasil Global	20.0	2
5	25	Publicis	Winter Olympics 2018 UK&US, FNAC Darty Europe, Suncorp Bank Australia	13.1		13.1	66
6	-	DDB	Lufthansa Germany CRM, All detergent US, McDonalds Australia	25.1	American Cancer Society US	12.3	37
7	5=	R/GA	Hyundai N series UK Digital, PWC US Digital Project, Guinness UK Digital	12.0		12.0	3
8	5=	BBDO	Hot Wheels, Fisher- Price US, Carphone Warehouse UK, Carphone Warehouse UK	11.0	Fonterra Brands New Zealand Project	10.9	7
9	4	Deutsch	Booking.com US, 7-Eleven US	11.0	PWC US Digital Project	10.0	2
10	8	Wunderman	BT(Includes EE) UK Direct marketing	10.0	Electronic Client Singapore	9.8	2
11	5=	Venables Bell & Partners	Chipotle US	10.0	Phillips 66 US	9.4	1
12	11	Saatchi & Saatchi	HSBC Global Project UK, Autocity Argentina, Sungroup - Sunworld Vietnam Project	9.5	Aosimth China	9.1	19
13	-	72andSunny	eBay US	8.9		8.9	1
14	9	Joan Creative	Booking.com US	8.0		8.0	1
15	24	FCB	Sun Pharmaceutical's (Odomzo) US, Lastminute.com UK, WM Motor China, HCA Healthcare UK	7.5		7.5	12
16	31	Isobar	FMCG Client	7.3	Innisfree Malaysia	7.2	32
17	10	Havas Worldwide	Air Wick, Clearasil Global, Carling lager UK	7.0		7.0	2
18	-	Zimmerman	Office Depot US	6.0		6.0	1
19=	18	Anomaly	Sonos US, Virgin Trains UK ATL, Bank of Scotland UK	5.0		5.0	3
19=	13=	Carol H Williams	Chevrolet-Afric-Amer US	5.0		5.0	1
						333.0	373



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Feb 2017

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	Walgreen Boots Alliance Global, Wholefoods Market US, RWE Germany, Uniqlo US	53.6	SM Malls Philippines	47.5	59
2	19	Starcom	Merck Consumer Healthcare Global, Vileda Germany, Lowe's US	25.8	Mattel US	20.3	8
3	2	Publicis(Connect)	MillerCoors US	20.0		20.0	1
4	3	Carat	Vitaldent Spain, Standard Chartered Bank Asia 8 Markets, Pandora Music Australia	16.1	Monoprix France	13.1	90
5	4	Mediavest Spark	KFC US, Mattel US, Ten Digital Australia, Heineken Japan	15.0	Fifth Third Bancorp US	10.0	4
6	9	Havas Media	MediaMarkt Spain, Deka Bank Germany, Chilli Italy, Change Diapers US	10.8	Sephora - LVMH Poland	9.7	38
7	25	PHD	Auckland Transport New Zealand Project, HP Global Digital, Huawei Consumer BG China	13.4		7.6	32
8	5	Mindshare	Grupo Telecom Argentina, Jaguar Land Rover Colombia, Mabe Peru	11.1	Mattel US	6.6	41
9	6=	Empower	Fifth Third Bancorp US, Captain D's US	5.5		5.5	2
10=	6=	Dentsu Aegis	Heineken brands TBC Global	5.0	Rostelecom Russia	4.8	1
10=	8	M/SIX	Sainsbury's UK, Virgin Money UK	4.8		4.8	2
12	10	DigitasLBI	Mattel US	3.0		3.0	1
13	-	The7stars	Ladbrokes Coral UK, FF Group UK,	2.8		2.8	2
14	11	MediaHub	BET Networks US, Chipotle Mexican Grill US	2.0		2.0	2
15	12	Assembly	WordPress US	1.3		1.3	1
16	-	VCCP	eBay Europe	1.0		1.0	1
17=	16=	Blue 449	SCTI Australia, Monoprix France, 21th Century Fox Australia	3.0	Ladbrokes Coral UK	0.5	4
17=	-	Bountiful Cow	No 1 Rosemary Water UK, Lily's Kitchen UK	0.5		0.5	2
19=	-	Ignis Media Agency	Maped Argentina & Paraguay	0.4		0.4	1
19=	-	Fortune	DufanTheme Park (Ancol) Indonesia	0.4		0.4	1
						161.4	293

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.