



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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 US Social Media	74.0	Office Depot US	68.0	2
2	2	WPP(Team WBA)	Walgreens Boots Alliance US	50.0		50.0	1
3	-	Droga5	Coty Covergirl	20.0	Air Wick, Clearasil Global	16.0	1
4	4	Deutsch	Booking.com US, 7-Eleven US	11.0	PWC US Digital Project	10.0	2
5	3	Venables Bell & Partners	Chipotle US	10.0	Phillips 66 US	9.4	1
6	-	72andSunny	eBay US	8.9		8.9	1
7-	5=	AnalogFolk	Jacob's Creek Global	8.0		8.0	1
7-	5=	Joan Creative	Booking.com US	8.0		8.0	1
7-	5=	Ogilvy	Appletiser Global	8.0		8.0	1
7-	5=	Sid Lee	Sobieski vodka Global	8.0		8.0	1
11	-	Zimmerman	Office Depot US	6.0		6.0	1
12-	9=	BBDO	Hot Wheels, Fisher- Price US	5.0		5.0	1
12-	9=	Carol H Williams	Chevrolet-Afric-Amer US	5.0		5.0	1
12-	9=	Johannes Leonardo	MassMutual US	5.0		5.0	1
12-	9=	Laundry Service	BMW US Social Media	5.0		5.0	1
12-	9=	Pereira & O'Dell	Fifth Third Bancorp US	5.0		5.0	1
17	14	Serendipit Consulting	Modern Acupuncture US, Buzzies, Blue Door Treatment Center and Caliente Construction US	4.9		4.9	7
18	16	Richards Group	American Cancer Society US, TGI Friday's US	4.5		4.5	2
19	15	Havas Worldwide	Air Wick, Clearasil Global Creative	4.0		4.0	1
20	17=	Anomaly	Sonos US	3.0		3.0	1
						241.7	29



## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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, Uniqlo US, My Heritage - My DNA US	26.9		26.9	4
2	2	Publicis(Connect)	MillerCoors US	20.0		20.0	1
3	3	Mediavest Spark	KFC US, Mattel US	14.5	Fifth Third Bancorp US	9.5	2
4	4	Empower	Fifth Third Bancorp US, Captain D's US	5.5		5.5	2
5	11=	PHD	HP Global Digital, Bandai US	3.4		3.4	2
6	5	DigitasLbi	Mattel US	3.0		3.0	1
7	11=	Havas Media	Change Diapers US, Mattress Firm US Project	2.9		2.9	2
8=	6=	MediaHub	BET Networks US, Chipotle Mexican Grill US	2.0		2.0	2
8=	6=	Dentsu Aegis	Heineken brands TBC Global	2.0		2.0	1
10	8	Assembly	WordPress US	1.3		1.3	1
11=	-	Cactus	Community America Credit Union US	0.3		0.3	1
11=	-	Milner Butcher Media Group	Home Franchise Concepts (HFC) US	0.3		0.3	1
11=	9	Tug	Thomas Sanderson US Digital	0.3		0.3	1
14	10	Citrix	Allen & Gerritsen US	0.2		0.2	1
15	-	Team One	Indian Motorcycle US	0.0		0.0	1
16	15	Starcom	Merck Consumer Healthcare Global, Lowe's US Media	2.3	Mattel US	-0.7	2
17	-	Vizeum		0.0	Uniqlo US	-2.4	0
18	16	Crossmedia	Dogfish Head Brewery US, Nissin Foods US	0.3	Wholefoods Market US	-3.0	2
19	17	Mindshare		0.0	Mattel US	-4.5	0
20	18	MEC		0.0	KFC US	-10.0	0
						56.8	27

### 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.

