



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Jan 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               | 5               | DDB                     | Time Warner, Alfa Romeo           | 21.8                                 |               | 21.8                                    | 3          |
| 2-              | -               | Commonwealth            | Chevrolet Brand                   | 10.0                                 |               | 10.0                                    | 1          |
| 2-              | -               | Energy BBDO             | LG G5 Project                     | 10.0                                 |               | 10.0                                    | 1          |
| 4               | 47              | Arnold Worldwide        | Angie's List                      | 6.0                                  |               | 6.0                                     | 1          |
| 5-              | 4               | BBDO                    | PepsiCo-Tropicana                 | 5.0                                  |               | 5.0                                     | 1          |
| 5-              | 10              | Droga5                  | T-Mobile                          | 5.0                                  |               | 5.0                                     | 1          |
| 7-              | 22              | Deutsch                 | Green Giant                       | 3.0                                  |               | 3.0                                     | 1          |
| 7-              | 25              | FCB                     | Fiat/Chrysler Project             | 3.0                                  |               | 3.0                                     | 1          |
| 7-              | -               | CP+B                    | Hershey roster                    | 3.0                                  |               | 3.0                                     | 1          |
| 7-              | -               | Cloudfactory            | Heineken (Strongbow Apple Ciders) | 3.0                                  |               | 3.0                                     | 1          |
| 7-              | 3               | McCann WorldGroup       | Chevrolet Brand                   | 3.0                                  |               | 3.0                                     | 1          |
| 12              | 59              | Camp + King             | Energizer / Everready             | 2.5                                  |               | 2.5                                     | 1          |
| 13              | -               | McGarryBowen            | Brand USA tourism                 | 2.1                                  |               | 2.1                                     | 1          |
| 14-             | 61              | Zimmerman               | Advance America                   | 2.0                                  |               | 2.0                                     | 1          |
| 14-             | -               | Fallon                  | Quicken Loans                     | 2.0                                  |               | 2.0                                     | 1          |
| 14-             | -               | Stalwart Communications | hearTV                            | 2.0                                  |               | 2.0                                     | 1          |
| 14-             | -               | Partners & Spade        | Nordstrom                         | 2.0                                  |               | 2.0                                     | 1          |
| 14-             | -               | Richards Group          | KeyBank                           | 2.0                                  |               | 2.0                                     | 1          |
| 14-             | -               | Team Detroit (WPP)      | Nestle Purina                     | 2.0                                  |               | 2.0                                     | 1          |
| 20              | 13              | Havas Worldwide         | Moen                              | 1.6                                  |               | 1.6                                     | 1          |
|                 |                 |                         |                                   |                                      |               | 91.0                                    | 22         |



## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Jan 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               | -               | Mediacom                   | Gander Mountain          | 16.8                                 |                           | 16.8                                    | 3           |
| 2-              | 4               | Universal McCann           | Sony Pictures            | 10.0                                 | Sony Electronics          | 2.5                                     | 1           |
| 2-              | -               | Maxus                      | Church & Dwight, Jet.com | 2.5                                  |                           | 2.5                                     | 2           |
| 4               | 7               | Havas Media                | Moen                     | 1.3                                  |                           | 1.3                                     | 2           |
| 5               | 55              | GKV                        | Medifast US              | 1.2                                  |                           | 1.2                                     | 1           |
| 6               | -               | SwellShark                 | Virgin Atlantic Project  | 0.2                                  |                           | 0.2                                     | 1           |
| 7-              | 1               | Mindshare                  |                          | 0.0                                  |                           | 0.0                                     | 0           |
| 7-              | 5               | Canvas Worldwide           |                          | 0.0                                  |                           | 0.0                                     | 0           |
| 7-              | 6               | PHD                        |                          | 0.0                                  |                           | 0.0                                     | 0           |
| 7-              | 8               | MEC                        |                          | 0.0                                  |                           | 0.0                                     | 0           |
| 7-              | 10              | Horizon Media              |                          | 0.0                                  |                           | 0.0                                     | 0           |
| 7-              | 11              | Mediahub                   |                          | 0.0                                  |                           | 0.0                                     | 0           |
| 7-              | 12              | BPN                        |                          | 0.0                                  |                           | 0.0                                     | 0           |
| 7-              | 13=             | United Entertainment Group |                          | 0.0                                  |                           | 0.0                                     | 0           |
| 7-              | 13=             | 360i                       |                          | 0.0                                  |                           | 0.0                                     | 0           |
| 7-              | 15              | Colle + McVoy              |                          | 0.0                                  |                           | 0.0                                     | 0           |
| 7-              | 16              | Harmelin Media             |                          | 0.0                                  |                           | 0.0                                     | 0           |
| 18              | 2               | OMD                        |                          | 0.0                                  | Virgin Atlantic Project   | -0.2                                    | 0           |
| 19              | 76              | The Martin Agency          |                          | 0.0                                  | Moen                      | -0.8                                    | 0           |
| 20              | 3               | Carat                      |                          | 0.0                                  | Sony Mobile & Playstation | -7.5                                    | 0           |
|                 |                 |                            |                          |                                      |                           | 15.9                                    | 10          |

### 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.