

## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Jan 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	-	McCann WorldGroup	Verizon US, Chevrolet US Social Media, Mengniu China	85.9	Great Western Railways UK	84.4	54
2	-	WPP(Team WBA)	Walgreens Boots Alliance US	50.0		50.0	1
3	-	Ogilvy	Boots UK, Bulmers UK, Appletiser Global	24.8	BT UK Direct marketing	19.5	45
4	-	Deutsch	Booking.com US, 7-Eleven US	11.0		11.0	2
5-	-	R/GA	Hyundai N series UK Digital	10.0		10.0	1
5-	-	Venables Bell & Partners	Chipotle US	10.0		10.0	1
5-	-	BBDO	Hot Wheels, Fisher- Price US, Carphone Warehouse UK, Carphone Warehouse UK	10.0		10.0	6
8	-	Wunderman	BT(Includes EE) UK Direct marketing	10.0	Electronic Client Singapore	9.8	2
9	-	Joan Creative	Booking.com US	8.0		8.0	1
10	-	Havas Worldwide	Air Wick, Clearasil Global, Carling lager UK	7.0		7.0	2
11	-	Saatchi & Saatchi	HSBC Global Project UK, Sands China Project, Sands China	7.4	Aosimth China	6.9	9
12	-	Y&R	Reliant Energy US, XTEP China, NutriAsia Philippines Project	5.8		5.8	15
13-	-	Johannes Leonardo	MassMutual US	5.0		5.0	1
13-	-	Laundry Service	BMW US Social	5.0		5.0	1
13-	-	Carol H Williams	Chevrolet-Afric-Amer US	5.0		5.0	1
13-	-	Pereira & O'Dell	Fifth Third Bancorp US	5.0		5.0	1
17	-	Serendipit Consulting	Modern Acupuncture US, Buzzies US, Blue Door Treatment Center US	4.9		4.9	7
18	-	Anomaly	Sonos US, Virgin Trains UK ATL	4.0		4.0	2
19	-	Richards Group	American Cancer Society US	3.5		3.5	1
20	-	We are social	Audi Global Social, Benefit Cosmetics UK Digital&Social	3.2		3.2	2
						<b>268.0</b>	<b>155</b>



## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Jan 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	-	Mediacom	Walgreen Boots Alliance Global, Wholefoods Market US, George & Mildred Eyecare Australia	33.5	SM Malls Philippines	28.2	3
2	-	Publicis(Connect)	MillerCoors US	20.0		20.0	1
3	-	Carat	Vitaldent Spain, Standard Chartered Bank Asia 8 Markets	13.8	Hyundai Elevator Korea	13.3	52
4	-	Mediavest Spark	KFC US, Mattel US	14.5	Fifth Third Bancorp US	9.5	2
5	-	Mindshare	Telecom Argentina, Nestle Indonesia, HeySong (FIN) Taiwan	10.8	Mattel US	6.3	38
6=	-	Dentsu Aegis	Heineken brands TBC Global	5.0		5.0	1
6=	-	Empower	Fifth Third Bancorp US	5.0		5.0	1
8	-	M/SIX	Sainsbury's UK	4.0		4.0	1
9	-	Havas Media	MediaMarkt Spain, Deka Bank Germany, Chili Italy	3.6	Sephora - LVMH Poland	3.1	15
10	-	DigitasLBI	Mattel US	3.0		3.0	1
11	-	MediaHub	BET Networks US, Chipotle US	2.0		2.0	2
12	-	Assembly	WordPress US	1.3		1.3	1
13	-	Vizeum	Sephora - LVMH Poland, SeaOil Philippines, Personal Collection Philippines	1.4	SAKS Russia	1.2	10
14=	-	Dentsu Media	FMCG Client Thailand	0.3		0.3	6
14=	-	Tug	Thomas Sanderson US Digital	0.3		0.3	1
16=	-	Citrix	Allen & Gerritsen US	0.2		0.2	1
16=	-	Blue 449	SCTI Australia	0.2		0.2	1
18	-	Madison Media	NestAway India	0.1		0.1	1
19	-	Starcom	Merck Consumer Healthcare Global, Vileda Germany, Ego Pharmaceuticals Australia	5.0	Mattel US	0.0	5
20	-	Arena Media		0.0	Merck Consumer Healthcare UK	-0.2	0
						102.6	143

#### 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.