



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	74.0		74.0	2
2	-	WPP(Team WBA)	Walgreens Boots Alliance US	50.0		50.0	1
3	-	Venables Bell & Partners	Chipotle US	10.0		10.0	1
4	-	Deutsch	Booking.com US, 7-Eleven US	11.0		11.0	2
5-	-	Sid Lee	Sobieski vodka Global	8.0		8.0	1
5-	-	Ogilvy	Appletiser Global	8.0		8.0	1
5-	-	AnalogFolk	Jacob's Creek Global	8.0		8.0	1
5-	-	Joan Creative	Booking.com US	8.0		8.0	1
9-	-	Johannes Leonardo	MassMutual US	5.0		5.0	1
9-	-	BBDO	Hot Wheels, Fisher- Price US	5.0		5.0	1
9-	-	Laundry Service	BMW US Social Media	5.0		5.0	1
9-	-	Carol H Williams	Chevrolet-Afric-Amer US	5.0		5.0	1
9-	-	Pereira & O'Dell	Fifth Third Bancorp US	5.0		5.0	1
14	-	Serendipit Consulting	Modern Acupuncture US, Buzzies, Blue Door Treatment Center and Caliente Construction US	4.9		4.9	7
15	-	Havas Worldwide	Air Wick, Clearasil Global Creative	4.0		4.0	1
16	-	Richards Group	American Cancer Society US	3.5		3.5	1
17-	-	Anomaly	Sonos US	3.0		3.0	1
17-	-	Weber Shandwick	Chevrolet US Social Media	3.0		3.0	1
19-	-	MARC USA	Ruby Tuesday US	2.0		2.0	1
19-	-	Y&R	Reliant Energy US	2.0		2.0	1
						<b>224.4</b>	<b>28</b>



## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	23.3		23.3	2
2	-	Publicis(Connect)	MillerCoors US	20.0		20.0	1
3	-	Mediavest Spark	KFC US, Mattel US	14.5	Fifth Third Bancorp US	9.5	2
4	-	Empower	Fifth Third Bancorp US	5.0		5.0	1
5	-	DigitasLBI	Mattel US	3.0		3.0	1
6-	-	MediaHub	BET Networks US, Chipotle US	2.0		2.0	2
6-	-	Dentsu Aegis	Heineken brands TBC Global	2.0		2.0	1
8	-	Assembly	WordPress US	1.3		1.3	1
9	-	Tug	Thomas Sanderson US Digital	0.3		0.3	1
10	-	Citrix	Allen & Gerritsen US	0.2		0.2	1
11-	-	Hearts & Science		0.0		0.0	0
11-	-	PHD		0.0		0.0	0
11-	-	Havas Media		0.0		0.0	0
11-	-	Horizon Media		0.0		0.0	0
15	-	Starcom	Merck Consumer Healthcare Global	2.3	Mattel US	-0.7	1
16	-	Crossmedia	Dogfish Head Brewery US	0.3	Wholefoods Market US	-3.0	1
17	-	Mindshare		0.0	Mattel US	-4.5	0
18	-	MEC		0.0	KFC US	-10.0	0
19	-	OMD		0.0	Walgreen Boots Alliance Global	-18.0	0
20	-	Initiative		0.0	MillerCoors US	-20.0	0
						10.3	15

### 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.