

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / July 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	51	BBD0	AT&T US, DirecTV US, Lidl Germany, BASE Mobile Germany	316.6	Splenda US	303.7	25
2	1	Ogilvy	Motorola Global, Innocent Europe, Kimberly-Clark (KOTEX) Mexico	131.1	Expedia Europe	108.2	373
3	2	McGarryBowen	United Airlines Global, Clorox Global, JC Penney US	93.0	Staples US	88.0	12
4	3	McCann WorldGroup	Reckitt Benckiser (Lysol/Dettol) Global, GSK(Expert Marketing) Global, Staples US	89.7	Pandora US	87.1	321
5	4	Saatchi & Saatchi	GSK Global, Wal-Mart - Asda UK, Wal-Mart US, Mondelez (Gum and Candy) Japan	74.2	Club Med Global	64.5	59
6	8	DDB	Seat Global, Puma Energy Global, DBS Bank Singapore, KT&G Korea	81.5	Clorox Global	49.7	199
7	9	TBWA	PepsiCo's Izze Global, Unitymedia Germany, Schweppes Australia	53.2	MillerCoors US	37.6	96
8	6	Anomaly	Beats by Dr. Dre Global, Campell Soups Brands US, Cancer Research UK	38.2		38.2	5
9	7	VML	Wendy's US, H&R Block(Social Media) US, Lipton Brisk US	37.0		37.0	5
10	5	Mullen Lowe	USAA US, Union Investment Germany, Fox+ y Fox Play LATAM, TravelTriangle India	45.2	Seat Global	34.7	52
11	12	Y&R	Chanel UK, Lombard Odier UK Project, Edgars South Africa, Pacific Mall India	40.1	Famous Footwear US	31.2	115
12	11	FCB	Clorox Global, Npower UK, Whirlpool LATAM, Holland & Barrett UK	35.0	Vonage US	26.4	26
13	10	GSD&M	Dodge US, Blue Bunny US	26.0		26.0	2
14	13	Isobar	Panasonic(Digital) India	22.0		22.0	128
15	15	Droga5	Glenmorangie Global, Rustlers UK, AB InBev Brand US, Best Damn ale US	27.4	Motorola Global	18.9	7
16	14	Cheil Worldwide	William Grant & Sons India, inshorts (Digital) India	18.3	Pfizer Korea	17.7	69
17	16	CP+B	Vonage US, Betstars UK, Hershey US, Jose Cuervo US, Byron Hamburgers UK	16.3		16.3	8
18	17	Dentsu	LTA Singapore, Paty & Vienísima (BRF) Argentina, LEXUS China Project	17.0	Cremica India	15.2	99
19	18	BBH	Ray-Ban Global, Macy's US, Uber UK, CreditExpert UK	24.3	Newell Rubbermaid US	14.2	7
20	23	J Walter Thompson	Newell Rubbermaid US, Air China China, Nikon Australia	44.7	Macy's US	10.3	212
						1,046.9	1,820



2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / July 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	1	PHD	Volkswagen Global, Symantec US, Ferrero South Africa, Dole Food UK	173.8	Greenstone Australia	171.6	129
2	-	Hearts & Science	AT&T US, DirecTV US	135.0		135.0	2
3	3	Havas Media	Swarovski Global, Agrolimen Spain, ABB UK, JDE UAE	63.2	Vivil Germany	59.5	162
4	2	GroupM	Target US, Westpac Australia, IKEA (Media Buying) Global	50.8	UrbanClap India	49.9	3
5	4	OMD	Verisure Europe, Ancestry.com US, Leon's Furniture Canada	60.4	TSB UK	42.6	189
6	5	Zenith	21st Century Fox US, Nomad Food Europe, Klook APAC(7 Markets)	51.1	Swarovski Global	38.9	73
7	7	Vizeum	21st Century Fox US, E.on UK, TSB UK	24.3	Viacom UK	23.5	57
8	6	Horizon Media	LG Electronics US, Star Ratings Australia Project	22.8		22.8	3
9	8	Initiative	Reckitt Benckiser Germany & Asia(6 markets), Gov of Netherlands, Specsavers Australia	26.9	Vympelkom Russia	21.9	85
10	9	Assembly	21st Century Fox US, E*Trade US, SodaStream US	19.3		19.3	4
11	10	Dentsu Media	Calzedonia Russia, Japan National Tourism Organisation Malaysia	16.3	Bridgestone India	15.8	139
12	12	Carat	Kellogg's Europe, The Post Office UK, BRF Argentina	35.5	Wal-Mart - Asda UK	14.8	229
13	13	Universal McCann	Tourism Australia Global, BMW US, Lion Australia	36.4	Malaysia Airlines Global	12.6	74
14	11	Dentsu Aegis Media	IKEA (Media Buying) Global	12.5		12.5	1
15	-	Team Connect(WPP)	BT UK, EE UK	11.5		11.5	1
16	14	Optimedia Blue 449	Intu Shopping Centres UK, Walmart Asda UK	5.7	Perfetti Van Melle Vietnam	5.6	2
17	17	Exterion Media	TfL UK	5.0		5.0	1
18	16	Maxus	Huawei(Planning) UK, Church & Dwight US, Jet.com US, Weber BBQ UK	7.0	Linas Matkasse Sweden	3.8	21
19	71	Starcom	eOne Entertainment Australia, Handok Korea, Pandora China	10.3	J.M. Smucker Pet Brands N America	3.2	45
20	69	Mindshare	Malaysia Airlines Global, IKEA China, Oppo Singapore	35.0	LG Electronics US	2.8	114
						672.5	1,334

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.