



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	27	BBDO	AT&T, DirecTV, LinkedIn	275.5	Splenda	272.0	4
2	1	McGarryBowen	JC Penney, Olive Garden, Mondelez Project, Disney Project	79.6	Staples	74.6	8
3	2	Anomaly	Beats by Dr. Dre, Campell Soups Brands US, BBC Project	37.4		37.4	3
4	3	VML	Wendy's, H&R Block(Social Media), Lipton Brisk	35.5		35.5	3
5	6	Ogilvy	Motorola, Nationwide, Royal Caribbean Project, GSK(Expert Marketing)	35.3	Time Warner	32.3	32
6	4	Saatchi & Saatchi	Wal-Mart, GSK	34.0	Green Giant	31.0	2
7	8	McCann WorldGroup	GSK(Expert Marketing), Chick-Fil-A, Cigna	28.8	Pandora	27.4	7
8	5	GSD&M	Dodge, Blue Bunny	26.0		26.0	2
9	9	Droga5	T-Mobile, Pizza Hut, SheaMoisture, Best Damn ale, AB InBev Brand	26.6	Motorola	21.1	6
10	7	Mullen Lowe	USAA, Hyatt Hotels, Unilever Cornetto(Digital)	20.7	Seat	18.7	3
11	11	DDB	Time Warner, Jeep, Alfa Romeo, Seat	34.5	Clorox	13.5	4
12	10	BBH	Macy's, Ray-Ban, Shangri-La Hotels and Resorts	21.7	Newell Rubbermaid	12.7	3
13	12	CP+B	Vonage, Hershey, Jose Cuervo	11.4		11.4	3
14	13	180	MillerCoors, University of Phoenix, ASICS Project	11.0		11.0	3
15	14=	Commonwealth	Chevrolet Brand	10.0		10.0	1
16	14=	Energy BBDO	LG G5 Project	10.0		10.0	1
17	16	FCB	Clorox, Fiat/Chrysler Project, Pearson Project Literacy	16.9	Vonage	8.9	3
18	17	Figliulo & Partners	Macy's, AC Hotels by Marriott, Pete & Gerry's Eggs	6.3		6.3	3
19	18	Phenomenon	Intuit	5.0		5.0	1
20	-	Merkley+Partners	White Castle	5.0		5.0	1
						669.8	93



2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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	-	Hearts & Science	AT&T, DirecTV	135.0		135.0	2
2	1	PHD	Volkswagen, Carnival Corporation, Old Navy (Digital), MailChimp, Svmantec	68.9		68.9	7
3	2	GroupM	Target, IKEA (Media Buying)	39.3		39.3	2
4	3	Horizon Media	LegalZoom, LG Electronics	22.5		22.5	2
5	4	Assembly	21st Century Fox, E*Trade, SodaStream	19.3		19.3	4
6	5	Havas Media	Tracfone, Swarovski, Eastern Bank, Moen, Avant Project, Chiquita	15.6		15.6	10
7	6	Zenith	21st Century Fox, Shangri-La Hotels and Resorts	15.2	H&M	11.4	2
8	-	Vizeum	21st Century Fox	10.0		10.0	1
9	8	Universal McCann	BMW, Sony Pictures, H&M, Tourism Australia	17.3	Sony Electronics	9.3	4
10	7	Dentsu Aegis Media	IKEA (Media Buying)	5.0		5.0	1
11	9	OMD	Georgia Lottery, Sanderson Farms, Sony Music, Ancestry.com	3.5	Virgin Atlantic Project	2.8	6
12	10	Solve	Radisson, American Standard	2.7		2.7	2
13	11	Maxus	Church & Dwight, Jet.com	2.5		2.5	2
14	12	GKV	Medifast	1.2		1.2	1
15	13	Harmelin Media	El Pollo Loco	0.8		0.8	1
16=	14=	Moroch Partners	Dickies	0.5		0.5	1
16=	14=	Amusement Park	Los Angeles Angels	0.5		0.5	1
16=	14=	R2C Group	Leesa	0.5		0.5	1
16=	14=	Connectivity Agency	OGX and Maui Moisture	0.5		0.5	1
20	18	Cramer-Krasselt	BIC Soleil	0.3		0.3	1
						348.5	52

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.