



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / July 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	1	Ogilvy	British Airways(Loyalty) US, Mondelez Cadbury UK & Australia, Halls(Mondelez) UK	105.1	American Express US	79.8	263
2	4	McCann WorldGroup	TJX's HomeGoods US, Bombardier Canada, Vauxhall Motors(CRM) US	124.8	The Us Army US	73.8	275
3	2	J Walter Thompson	Church's Chicken US, Qatar Financial Centre Global, Tunisie Telecom Europe	83.1	7-Eleven US	70.0	321
4	3	DDB	ConAgra US, Miller Lite US, Center Parcs Europe, Energy California US	79.3	Electrolux Global	59.8	211
5	5	WPP(Team WBA)	Walgreens Boots Alliance US	50.0		50.0	1
6	7	Isobar	Titan Company (digital) Global, Canon Thailand	38.6	Innisfree Malaysia	38.5	164
7	6	Droga5	Peroni Nastro Azzurro UK, Mattress Firm US, Tencent Gaming US	41.0	Air Wick, Clearasil Global	36.0	11
8	8	Grey Group	Revlon US	60.6	3M Consumer Brands US	32.5	8
9	9	Leo Burnett	McDelivery Global, McDonald's UK, BMW Singapore	39.4	Coty (Max Factor) Global	25.7	115
10	10	MullenLowe Group	Nuveen US, Eurosport Europe, National Trust UK, E*Trade US	32.3	Cash Converters Australia	26.0	62
11	15=	R/GA	Samsung US Social Media, Coty(Claireol and Wella) US, Johnnie Walker Global	30.5	E*Trade US	24.5	10
12	11	Publicis	Winter Olympics 2018 UK&US, FNAC Darty Europe, Saint Gobain France	24.8	MT Educare India	23.1	136
13	14	Anomaly	Electrolux Global, Coca-Cola Minute Maid US, Sonos US, Diet Coke US Project	23.0		23.0	8
14	12	FCB	Holland & Barrett UK, Aclaris US, Nestlé Grego Germany	23.1	Old Mutual Africa	20.8	42
15	13	Wunderman	Telkom South Africa, Samsung CRM Europe, BT(Includes EE) UK Direct marketing	14.5	Electronic Client Singapore	14.3	5
16	15=	Venables Bell & Partners	Chipotle US, 3M consumer brands US	13.6	Phillips 66 US	13.0	2
17	17	OKRP	Chili's Grill & Bar	12.9		12.9	1
18	20	Y&R	KIND Healthy Snacks US, Dept Transport Think! UK, Center Parcs UK	15.9	Bank of Scotland UK	12.6	56
19	18	Dentsu	Abbott Malaysia, Panasonic India Project, Jones Lang LaSalle Residential India	13.3	Etika - Calpis Malaysia Project	12.2	96
20	42	72andSunny	Infiniti Global, Hello Products US, eBay US	15.9	Target US	10.9	3
						857.4	2,564



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / July 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	1	Mediacom	Richemont Global, PSA Group Global, Revlon US	194.0	Universal Music Group UK	182.7	164
2	2	Mindshare	Sanofi Global, IBM US, Supor China, HMD (Nokia) Europe, TJX Companies US	113.3	John Hancock US	93.7	142
3	5	Havas Media	Sanofi US, Bristol-Myers Squibb US, Michelin Global	49.3	Polski Bank Komorek Poland	46.2	127
4	4	Starcom	Kraft Heinz APAC, P&G UK, Merck Consumer Healthcare Global, Lowe's US Media	48.5	AB Lindex Sweden	36.5	25
5	3	Horizon Media	Sprint US	35.0	Buffalo Wild Wings US	34.8	1
6	12	MullenLowe MediaHub	Staples US, Nuveen US, Eurosport Europe	30.6		30.3	8
7	6	dentsu X	Progress Russia, Booking.com Singapore, Honda Motorcycle Thailand	29.7	UCB, Inc.- Zyrtec Russia	28.6	101
8	9	PHD	Home Instead US, Unilever Nigeria, PepsiCo Australia	34.1	Elizabeth Arden US	21.4	122
9	8	Publicis(Connect)	MillerCoors US	20.0		20.0	1
10	10	Empower	Fifth Third Bancorp US, Captain D's US, Ashley Furniture US Planning	14.3		14.3	3
11	18=	GroupM	British Airways Global, LVMH APAC	13.0	L'Oreal Vietnam Digital and Search	12.4	2
12	15	Universal McCann	Accenture Global, Coach Global, Ubisoft US, Spotify US	19.1	Office Depot US	12.3	56
13	11	Vizeum	CarMax US Project, Reckitt Benckiser Thailand, Rostelecom Russia	13.3	Pernod Ricard Australia	9.0	88
14	7	Carat	Anki US, The Chevy LMAs US, Tesa Europe, Simba Dickie Germany	34.7	Staples US	6.5	192
15	14	M/SIX	John Hancock US, Virgin Money UK, Argos UK	10.3		6.3	4
16	16	GIMC	FAW Group China	5.0		5.0	1
17	17	Dentsu Aegis	Heineken brands TBC Global	5.0	Rostelecom Russia	4.8	1
18	18=	DigitasLBI	Mattel US, Lyft(Digital) US	4.0		4.0	2
19	23	Blue 449	Royal Caribbean Cruises Australia, Reliant Energy (NRG) US, Tempur Sealy US	5.5	Ladbrokes Coral UK	3.0	19
20	21	The7stars	Ladbrokes Coral UK, FF Group UK,	2.8		2.8	2
						502.9	1,545

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.