



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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 | WPP(Team WBA) | Walgreens Boots Alliance US | 50.0 | | 50.0 | 1 |
| 2 | 2 | Droga5 | Mattress Firm US, Tencent Gaming US, Heineken US, Dos Equis US, Ancestry.com US | 53.5 | Air Wick, Clearasil Global | 49.5 | 7 |
| 3 | 3 | McCann WorldGroup | TJX's HomeGoods US, Vauxhall Motors(CRM) US, Coca-Cola Fanta US | 89.7 | The Us Army US | 43.4 | 8 |
| 4 | 4 | DDB | Miller Lite US, Percil ProClean US, EA Sports Global, ConAgra US, Energy California US | 27.6 | Electrolux Global | 18.1 | 9 |
| 5 | 11= | Anomaly | Sally Hansen US, Electrolux Global, Coca-Cola Minute Maid US, Diet Coke US Project | 17.0 | | 17.0 | 6 |
| 6 | 5 | Venables Bell & Partners | Chipotle US, 3M consumer brands US | 13.6 | Phillips 66 US | 13.0 | 2 |
| 7 | 11= | Heat | John Hancock US, LG G6 US | 13.0 | | 13.0 | 3 |
| 8 | 6 | OKRP | Chili's Grill & Bar | 12.9 | | 12.9 | 1 |
| 9 | 9 | Grey Group | Revlon US, Applebee's US | 55.5 | 3M consumer brands US | 11.9 | 3 |
| 10 | 7 | Deutsch | Booking.com US, 7-Eleven US, Tile US, Target Project US | 12.0 | PWC US Digital Project | 10.5 | 4 |
| 11 | 10 | J Walter Thompson | Church's Chicken US | 14.5 | 7-Eleven US | 10.2 | 29 |
| 12 | 8 | McGarryBowen | American Express US | 10.0 | | 10.0 | 1 |
| 13 | 23 | 72andSunny | Infiniti Global, eBay US, Hello Products US | 14.9 | Target US | 9.9 | 3 |
| 14 | 11= | Joan Creative | Booking.com US | 8.0 | | 8.0 | 1 |
| 15 | 14 | The Martin Agency | UPS Global Global, DoubleTree by Hilton US | 7.5 | | 7.5 | 3 |
| 16 | - | R/GA | Samsung (Social Media) US, Coty(Claireol and Wella) US | 13.0 | | 7.0 | 5 |
| 17- | 29 | MullenLowe Group | Nuveen US | 10.5 | | 5.5 | 5 |
| 17- | 15= | Pereira & O'Dell | Fifth Third Bancorp US, Rover.com US | 5.5 | | 5.5 | 2 |
| 17- | 15= | Johannes Leonardo | MassMutual US, Bleacher Report US | 5.5 | | 5.5 | 2 |
| 20 | 15= | Carol H Williams | Chevrolet-Afric-Amer US | 5.0 | | 5.0 | 1 |
| | | | | | | 295.5 | 416 |



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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, Cheesecake Factory US, Revlon US, PSA Group Global | 71.3 | Tempur Sealy US | 71.0 | 9 |
| 2 | 2 | Horizon Media | Sprint US | 35.0 | Buffalo Wild Wings US | 34.8 | 1 |
| 3 | 6 | MullenLowe MediaHub | Staples US, Nuveen US, Talbots US Project | 29.1 | MOO US | 28.8 | 7 |
| 4 | 7 | Havas Media | Sanofi US, Michelin Global, Con Edison US, Emirates Global, Shopko US | 25.7 | AXA Equitable US | 23.9 | 13 |
| 5 | 3 | Publicis(Connect) | MillerCoors US | 20.0 | | 20.0 | 1 |
| 6 | 4 | Starcom | Merck Consumer Healthcare Global, Lowe's US, Vans (VF Corp) US Media Buying | 22.6 | Mattel US | 19.1 | 3 |
| 7 | 5 | Empower | Fifth Third Bancorp US, Captain D's US, Ashley Furniture US Planning | 14.3 | | 14.3 | 3 |
| 8 | 8 | M/SIX | John Hancock US | 5.0 | | 5.0 | 1 |
| 9 | 14 | Universal McCann | Accenture Global, Coach Global, Ubisoft US, Spotify US | 7.6 | Office Depot US | 4.6 | 6 |
| 10 | 9= | DigitaLbi | Mattel US, Lyft US Digital Media | 4.0 | | 4.0 | 2 |
| 11 | 11 | PHD | HP Global Digital, Bandai US, Home Instead US, First Midwest Bank US Digital Media | 4.7 | Elizabeth Arden US | 3.6 | 4 |
| 12 | 9= | Zimmerman Advertising | Office Depot US | 3.0 | Party City US | 2.8 | 1 |
| 13 | 15= | Mindshare | TJX Companies, IBM US, Seventh Generation US | 13.1 | Ubisoft US | 2.1 | 3 |
| 14 | 12= | Assembly | WordPress US, Orbitz US, Belkin US, Red Robin US | 2.3 | Vans (VF Corp) US Media Buying | 2.0 | 4 |
| 15 | 12= | Dentsu Aegis | Heineken brands TBC Global | 2.0 | | 2.0 | 1 |
| 16= | 33 | Team One | Indian Motorcycle US, Dacor(Planning) US | 1.0 | | 1.0 | 2 |
| 16= | 17= | Hi-gloss | Grove Bay Hospitality Group US | 1.0 | | 1.0 | 1 |
| 16= | 17= | Young & Laramore | Ingersoll Rand Brands | 1.0 | | 1.0 | 2 |
| 16= | 39 | 360i | Burberry US Digital & Print Media | 1.0 | | 1.0 | 1 |
| 20 | - | Marriner Marketing Communications | Maryland Office Of Tourism US | 0.9 | | 0.9 | 1 |
| | | | | | | 133.7 | 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 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.