

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / June 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	Ogilvy	Motorola Global, GSK(Expert Marketing) Global, Coca-Cola(Social Media) ASEAN region	118.8	Expedia Europe	96.3	322
2	11	McGarryBowen	United Airlines Global, Clorox Global, JC Penney US	93.0	Staples US	88.0	12
3	5	McCann WorldGroup	Reckitt Benckiser (Lysol/Dettol) Global, GSK(Expert Marketing) Global, Staples US	69.3	Pandora US	67.7	261
4	13	Saatchi & Saatchi	GSK Global, Wal-Mart - Asda UK, Wal-Mart US, Mondelez (Gum and Candy) Japan	73.7	Club Med Global	64.0	55
5	2	Mullen Lowe	USAA US, Union Investment Germany, Fox+ y Fox Play LATAM	43.6	Subway Brazil	43.1	47
6	3	Anomaly	Beats by Dr. Dre Global, Campell Soups Brands US, Cancer Research UK	38.2		38.2	5
7	4	VML	Wendy's US, H&R Block(Social Media) US, Lipton Brisk US	37.0		37.0	5
8	8	DDB	Time Warner US, Jeep North America, Free Mobile France	62.6	Clorox Global	30.8	178
9	6	TBWA	Unitymedia Germany, Direct Assurance(Digital) France, McDonald's Argentina	45.6	MillerCoors US	30.0	65
10	7	GSD&M	Dodge US, Blue Bunny US	26.0		26.0	2
11	9	FCB	Clorox Global, Npower UK, Whirlpool LATAM, Independent Media Group South Africa	34.1	Vonage US	25.5	23
12	10	Y&R	Premier League UK, Chanel UK, Lombard Odier UK Project, Edgars South Africa	29.8	Famous Footwear US	23.6	91
13	12	Isobar	Panasonic(Digital) India	19.1		19.1	108
14	14	Cheil Worldwide	Logitech India, Coca-Cola India Project, Fox Life India	18.0	Pfizer Korea	17.5	67
15	15	Droga5	Glenmorangie Global, Pizza Hut US, Rustlers UK	22.4	Motorola Global	16.9	5
16	16	CP+B	Vonage US, Betstars UK, Hershey US, Jose Cuervo US, Diageo Brazil Project	15.8		15.8	7
17	18	Dentsu	LTA Singapore, Paty & Vienísima (BRF) Argentina, LEXUS China Project	16.3	Cremica India	14.5	89
18	17	BBH	Ray-Ban Global, Macy's US, Uber UK, CreditExpert UK	24.3	Newell Rubbermaid US	14.2	7
19	-	Grey Group	GSK Global, Weber BBQ Global, Nomad Foods Europe	26.5	Olive Garden US	11.9	11
20	19=	Talent Marcel	Claro mobile Brazil	10.0		10.0	1
						690.1	1,361

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / June 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, Carnival Corporation US&UK, Norpharma Denmark	172.4	Greenstone Australia	170.3	109
2	3	GroupM	Target US, Westpac Australia, IKEA (Media Buying) Global	50.8	UrbanClap India	49.9	3
3	4	Havas Media	Swarovski Global, Tracfone US, Staples UK	49.2	Vivil Germany	45.5	119
4	2	OMD	Verisure Europe, Ancestry.com US, Leon's Furniture Canada	60.1	Paddy Power Betfair UK/Ireland	43.0	186
5	5	Zenith	21st Century Fox US, Nomad Food Europe, Klook APAC(7 Markets)	50.5	Swarovski Global	38.3	67
6	18	Horizon Media	LG Electronics US, Star Ratings Australia Project	22.8		22.8	3
7	8	Vizeum	21st Century Fox US, E.on UK, Reckitt Benckiser Thailand	21.8	Viacom UK	21.1	47
8	6	Initiative	Reckitt Benckiser Germany & Asia(6 markets), Gov of Netherlands, Gobierno Chile	25.6	Vympelkom Russia	20.6	78
9	7	Assembly	21st Century Fox US, E*Trade US, SodaStream US	19.3		19.3	4
10	10	Dentsu Media	Calzedonia Russia, Japan National Tourism Organisation Malaysia	13.7	Bridgestone India	13.1	119
11	-	Dentsu Aegis Media	IKEA (Media Buying) Global	12.5		12.5	1
12	11	Carat	Kellogg's Europe, The Post Office UK, BRF Argentina	32.6	Wal-Mart - Asda UK	12.3	207
13	16	Universal McCann	Tourism Australia Global, Go Pro France&Mexico, H&M France	29.8	Malaysia Airlines Global	6.0	68
14	12	Optimedia Blue 449	Intu Shopping Centres UK, Walmart Asda UK	5.7	Perfetti Van Melle Vietnam	5.6	2
15	15	MEC	Pernod-Ricard Germany, Monsanto UK, island2island Australia	9.9	LegalZoom US	5.3	82
16	13	Maxus	Huawei(Planning) UK, Church & Dwight US, Jet.com US, Weber BBQ UK	7.0	Linas Matkasse Sweden	5.3	21
17	14	Exterion Media	TfL UK	5.0		5.0	1
18	17	Solve	Radisson US, American Standard US	2.7		2.7	2
19	19	Dat Viet VAC Media	Vinamilk(Buying) Vietnam, Masan (Buying) Vietnam, Gia Vien Vietnam Project	1.8		1.8	3
20	23	Atomic 212	Origin Energy Australia, Tabcorp(Programmatic Buying) Australia	1.5		1.5	2
						501.7	1,124

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.