



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	7	McGarryBowen	JC Penney, Olive Garden, Mondelez Project, Disney Project	79.6	Staples	74.6	8
2	1	Anomaly	Beats by Dr. Dre, Campell Soups Brands US, BBC Project	37.4		37.4	3
3	2	VML	Wendy's, H&R Block(Social Media), Lipton Brisk	35.5		35.5	3
4	-	Saatchi & Saatchi	Wal-Mart, GSK,	34.0	Green Giant	31.0	2
5	3	GSD&M	Dodge US, Blue Bunny US	26.0		26.0	2
6	4	Ogilvy	Motorola, Nationwide, Royal Caribbean Project, GSK(Expert Marketing)	27.3	Time Warner	24.3	31
7	5	Mullen Lowe	USAA, Hyatt Hotels, Unilever Cornetto(Digital)	20.7		20.7	3
8	15	McCann WorldGroup	GSK(Expert Marketing), Reckitt Benckiser (Lysol/Dettol), Staples	21.4	Pandora	20.0	5
9	6	Droga5	T-Mobile, Pizza Hut, SheaMoisture, Glenmorangie	21.6	Motorola	19.1	4
10	8	BBH	Macy's, Ray-Ban, Shangri-La Hotels and Resorts	21.7	Newell Rubbermaid	12.7	3
11	9	DDB	Time Warner, Jeep, Alfa Romeo	32.5	Clorox	11.5	3
12	10	CP+B	Vonage, Hershey, Jose Cuervo	11.4		11.4	3
13	11	180	MillerCoors, University of Phoenix, ASICS Project	11.0		11.0	3
14=	12=	Commonwealth	Chevrolet Brand	10.0		10.0	1
14=	12=	Energy BBDO	LG G5 Project	10.0		10.0	1
16	14	FCB	Clorox, Fiat/Chrysler Project, Pearson Project Literacy	16.9	Vonage	8.9	3
17	16	Figliulo & Partners	Macy's, AC Hotels by Marriott, Pete & Gerry's Eggs	6.3		6.3	3
18	17	Phenomenon	Intuit	5.0		5.0	1
19	32	KBS	Red Robin, Monster.com	4.6		4.6	2
20	28	Richards Group	KeyBank, Famous Footwear, Pulte Homes	4.5		4.5	3
						<b>384.4</b>	<b>87</b>

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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, Carnival Corporation, Delta Airlines, Old Navy (Digital), MailChimp	68.6		68.6	6
2	2	GroupM	Target, IKEA (Media Buying)	39.3		39.3	2
3	10	Horizon Media	LegalZoom, LG Electronics	22.5		22.5	2
4	3	Assembly	21st Century Fox, E*Trade, SodaStream	19.3		19.3	4
5	8	Havas Media	Tracfone, Swarovski, Eastern Bank, Moen, Avant Project, Chiquita	15.5		15.5	9
6	4	Zenith	21st Century Fox, Shangri-La Hotels and Resorts	15.2	H&M	11.4	2
7	-	Dentsu Aegis Media	IKEA (Media Buying)	5.0		5.0	1
8	5	Universal McCann	Sony Pictures, H&M, Tourism Australia	12.3	Sony Electronics	4.3	3
9	6	OMD	Georgia Lottery, Sanderson Farms, Sony Music, Ancestry.com	3.5	Virgin Atlantic Project	2.8	6
10	7	Solve	Radisson, American Standard	2.7		2.7	2
11	9	Maxus	Church & Dwight, Jet.com	2.5		2.5	2
12	11	GKV	Medifast	1.2		1.2	1
13	12	Harmelin Media	El Pollo Loco	0.8		0.8	1
14-	-	Moroch Partners	Dickies	0.5		0.5	1
14-	-	Amusement Park	Los Angeles Angels	0.5		0.5	1
14-	-	R2C Group	Leesa	0.5		0.5	1
14-	-	Connectivity Agency	OGX and Maui Moisture	0.5		0.5	1
18	13	Cramer-Krasselt	BIC Soleil	0.3		0.3	1
19	14	SwellShark	Virgin Atlantic Project	0.2		0.2	1
20	15	Bloom Ads	99 Cents Only Stores	0.1		0.1	1
						<b>198.4</b>	<b>48</b>

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.