



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / June 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	2	WPP(Team WBA)	Walgreens Boots Alliance US	50.0		50.0	1
2	3	Droga5	Tencent Gaming US, Heineken US, Dos Equis US, Ancestry.com US	53.0	Air Wick, Clearasil Global	49.0	6
3	1	McCann WorldGroup	Chevron US Brand Experience, MGM's Resorts and Casinos US, Miller Lite US, Percil ProClean US, Miller Lite US (digital), EA Sports Global	81.0	The Us Army US	35.0	5
4	11	DDB	Chipotle US, 3M consumer brands US	26.6	Electrolux Global	17.1	7
5	4	Venables Bell & Partners	Chili's Grill & Bar	13.6	Phillips 66 US	13.0	2
6	-	OKRP	Booking.com US, 7-Eleven US, Tile US, Target Project US	12.9	PWC US Digital Project	12.9	1
7	5	Deutsch	American Express US	12.0		11.0	4
8	6	McGarryBowen	Revlon US, Applebee's US	10.0	3M consumer brands US	10.0	1
9	-	Grey Group	Luxury Client	52.0	7-Eleven US	8.4	2
10	9	J Walter Thompson	Booking.com US	12.5		8.2	28
11-	7	Joan Creative	Electrolux Global, Sonos US, Coca-Cola Minute Maid US	8.0		8.0	1
11-	10	Anomaly	John Hancock US	8.0		8.0	3
11-	-	Heat	UPS Global Global, DoubleTree by Hilton US	8.0		8.0	2
14	8	The Martin Agency	Chevrolet-Afric-Amer US	7.5		7.5	3
15-	12=	Carol H Williams	MassMutual US	5.0		5.0	1
15-	12=	Johannes Leonardo	BMW US Social Media	5.0		5.0	1
15-	12=	Laundry Service	Fifth Third Bancorp US	5.0		5.0	1
15-	12=	Pereira & O'Dell	Modern Acupuncture US, Buzzies, Blue Door Treatment Center and Caliente Construction US	5.0		5.0	1
19	16	Serendipit Consulting	Hot Wheels, Fisher- Price US, ZTE US	4.9		4.9	7
20	17=	BBDO	Belvedere vodka US	5.5		4.5	2
						188.5	228



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / June 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	2	Mediacom	Revlon US, PSA Group Global, Elizabeth Arden US, Walgreen Boots Alliance Global	59.0		59.0	7
2	1	Horizon Media	Sprint US	35.0		35.0	1
3	3	Publicis(Connect)	MillerCoors US	20.0		20.0	1
4	-	Starcom	Merck Consumer Healthcare Global, Lowe's US	22.3	Mattel US	19.3	2
5	4	Empower	Fifth Third Bancorp US, Captain D's US, Ashley Furniture US Planning	14.3		14.3	3
6	7	MullenLowe MediaHub	PODS Enterprises US, BET Networks US, Chipotle Mexican Grill US, Remy Cointreau US	8.5		8.5	4
7	6	Havas Media	Michelin Global, Con Edison US, Emirates Global, Shopko US	8.2		8.2	11
8	-	M/SIX	John Hancock US	5.0		5.0	1
9-	8=	DigitasLbi	Mattel US	3.0		3.0	1
9-	8=	Zimmerman Advertising	Office Depot US	3.0		3.0	1
11	10	PHD	HP Global Digital, Bandai US	3.4	Elizabeth Arden US	2.3	2
12-	11=	Assembly	WordPress US, Orbitz US, Belkin US	2.0		2.0	3
12-	11=	Dentsu Aegis	Heineken brands TBC Global	2.0		2.0	1
14	13	Universal McCann	Accenture Global, Coach Global,	4.8	Office Depot US	1.8	2
15-	32	Carat	The Chevy LMAs US	2.5		1.6	1
15-	5	Mindshare	TJX Companies	11.1	John Hancock US	1.6	2
17-	14=	Hi-gloss	Grove Bay Hospitality Group US	1.0		1.0	1
17-	14=	Young & Laramore	Ingersoll Rand Brands	1.0		1.0	2
19	16	Karbo Communications	TDK US	0.5		0.5	1
20	-	iProspect	AccorHotels Global	0.4		0.4	1
						104.4	75

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.