

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Mar 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	5	DDB	Time Warner US, Jeep North America, Foodstuffs New Zealand Project	49.1	HPB Singapore	47.8	88
2	1	Ogilvy	Target US, Quizlet US Project, Clorets Gum Global, Hasbro Brazil	55.4	Claro mobile Brazil	41.0	174
3	4	Mullen Lowe	USAA US, Union Investment Germany, Viacom18 India	36.6	Subway Brazil	36.1	19
4	2	VML	Wendy's US, Nespresso Brazil, Raf zen y Shell Brazil	35.5		35.5	3
5	-	Anomaly	Campell Soups Brands US, Freeview UK	32.9		32.9	3
6	3	TBWA	McDonald's Argentina, Virgin Mobile Australia, Foxtel Australia	38.3	Smyths Toys UK	31.4	36
7	10	Cheil Worldwide	Logitech India, Coca-Cola India Project.	16.9	Pfizer Korea	16.4	61
8	6	Y&R	Premier League UK, Chanel UK, Microsoft New Zealand Project	16.2	Pick n Pay South Africa	14.2	54
9	13=	McCann WorldGroup	Mr Kipling UK, Smyths Toys UK, Tiger Beer Taiwan	13.3	VIP India	12.7	121
10	12	Isobar	China FMCG Client	11.4		11.2	62
11-	7=	Talent Marcel	Claro mobile Brazil	10.0		10.0	1
11-	7=	Commonwealth	Chevrolet Brand US	10.0		10.0	1
11-	7=	Energy BBDO	LG G5 US Project	10.0		10.0	1
14	13=	FCB	Fiat/Chrysler US Project, easyJet Italy, Chili's Mexico	9.1	Gruppo Campari Brands Brazil	8.6	13
15	-	Saatchi & Saatchi	Walmart - Asda UK, Vinomof Australia, Mondelez (Gum and Candy) China	11.1	Union Investment Germany	7.3	14
16	-	Wieden & Kennedy	Samsung Mobiles Project US, Southern Comfort US, The Atlantic US Project	7.2		7.2	5
17	22	Dentsu	Unilever Brands & Digital Philippines, Red Bull (Digital) India	7.7	Cremica India	6.8	32
18	15	McGarryBowen	Monster.com Europe	6.0		6.0	3
19-	17	CP+B	Betstars UK, Hershey US, Jose Cuervo US, B.blend Brazil, Bravecto Brazil	5.8		5.8	5
19-	19=	J Walter Thompson	Jetstar Australia, USO US, Dicos China Project	12.6	Brand USA Global	5.8	91
						356.6	787

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Mar 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	Mediacom	Sony Electronics/Mobile/Playstation Global, Pinterest UK, Pfizer Mexico	44.5	E.on Europe	36.8	86
2	-	GroupM	Target US, Westpac Australia	38.3	Vinamilk (Buying)	36.7	2
3	2	OMD	Sony Music Global, Infiniti Middle East, Nissan Middle East, Bet365 Italy	37.3	Sony Playstation EMEA	26.8	100
4	5	PHD	MailChimp US, Old Navy(Digital) US, ASANA Project	16.0	Greenstone Australia	14.1	57
5	3	Initiative	Reckitt Benckiser Germany & Asia(6 markets), The Cancer Council Australia	19.3	Coca-Cola Thailand	13.5	50
6	4	Havas Media	Uber UK, MoneyView.in India, NETS Singapore	15.7	DBS Singapore	12.3	46
7	8	Mindshare	KangShiFu Beverages(Digital) China, Zima Japan, Chubb Thailand	13.2	Vita Coco EMEA	7.2	33
8	6	Maxus	Huawei(Planning) UK, Church & Dwight US, Jet.com US, Weber BBQ UK	6.8	Acer Indonesia	5.8	19
9-	13	Zenith	DBS Singapore, Shangri-La Hotels and Resorts Global, H&M Singapore & Malaysia	9.4	OLX India	5.3	32
9-	7	Vizeum	E.on UK	5.8	Viacom UK	5.3	13
11	-	Exterion Media	TfL UK	5.0		5.0	1
12	9	MEC	Pernod-Ricard Germany, Monsanto UK, Moneygram Philippines	5.8	Harmann Germany	3.6	40
13	16=	Optimedia Blue 449	Intu Shopping Centres UK, Walmart Asda UK	3.3		3.3	2
14	76	Solve	Radisson US, American Standard US	2.7		2.7	2
15	10	Dentsu Media	Japan National Tourism Organisation Malaysia	2.3		2.2	33
16	11	GKV	Medifast US	1.2		1.2	1
17	12	The Village Communications	Boghossian UK	1.1		1.1	1
18-	-	Slingshot	Goodman Fielder Australia	1.0		1.0	1
18-	-	Dat Viet VAC Media	Vinamilk(Digital) Vietnam, Masan (Buying) Vietnam	1.0		1.0	2
20	-	Ikon	Pfizer Australia	1.0	Dominos New Zealand	0.7	1
						185.4	522

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.