



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	-	VML	Wendy's	34.0		34.0	1
2	6	DDB	Time Warner, Jeep, Alfa Romeo	32.5		32.5	3
3	-	Anomaly	Campell Soups Brands US, BBC Project	32.4		32.4	2
4	5	Mullen Lowe	USAA, Hyatt Hotels, Unilever Cornetto(Digital)	20.7		20.7	3
5	1	Ogilvy	Target, Quizlet Project, Intuit, Capital One Project	17.3	Time Warner	14.3	20
6-	2=	Commonwealth	Chevrolet Brand	10.0		10.0	1
6-	2=	Energy BBDO	LG G5 Project	10.0		10.0	1
8	26	Wieden & Kennedy	Samsung Mobiles Project, Southern Comfort, The Atlantic Project	5.7		5.7	3
9	7	BBDO	PepsiCo-Tropicana, LinkedIn Project	5.5		5.5	2
10	9	Phenomenon	Intuit	5.0		5.0	1
11	8	Droga5	T-Mobile	5.0	New York City FC	4.5	1
12-	4	Arnold Worldwide	Angie's List, Viberzi	6.5	New Balance	3.5	2
12-	10=	Deutsch	Green Giant, Foster Farms	3.7	Jagermeister	3.5	2
14	12=	CP+B	Hershey, Jose Cuervo	3.4		3.4	2
15-	12=	Cloudfactory	Heineken (Strongbow Apple Ciders)	3.0		3.0	1
15-	12=	180	University of Phoenix, ASICS Project,	3.0		3.0	2
17	10=	FCB	Fiat/Chrysler Project, Pearson Project Literacy	2.9		2.9	2
18-	16	Yamamoto	Xcel Energy, YP.com, Vuzix	2.6		2.6	5
18-	12=	McCann WorldGroup	Chevrolet Brand	3.0	Jose Cuervo	2.6	1
20	17	Camp + King	Energizer / Eveready	2.5		2.5	1
						201.6	56

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	-	GroupM	Target	34.3		34.3	1
2	1	Mediacom	Sony, Gander Mountain, American Airlines, Xero	17.1		17.1	5
3	-	Solve	Radisson, American Standard	2.7		2.7	2
4-	2=	Universal McCann	Sony Pictures	10.0	Sony Electronics	2.5	1
4-	2=	Maxus	Church & Dwight, Jet.com	2.5		2.5	2
6	8=	PHD	Old Navy (Digital), MailChimp	2.3		2.3	2
7	4	Havas Media	Moen, Avant Project, Chiquita	2.0		2.0	4
8	5	GKV	Medifast US	1.2		1.2	1
9-	6	OMD	Sony Music	0.5	Virgin Atlantic Project	0.3	1
9-	-	Cramer-Krasselt	BIC Soleil	0.3		0.3	1
11	7	SwellShark	Virgin Atlantic Project	0.2		0.2	1
12	-	Zenith	Shangri-La Hotels and Resorts	0.2		0.2	1
13-	8=	Mindshare		0.0		0.0	0
13-	8=	MEC		0.0		0.0	0
13-	8=	BPN		0.0		0.0	0
13-	8=	Horizon Media		0.0		0.0	0
13-	8=	Mediahub		0.0		0.0	0
18	18	The Martin Agency		0.0	Moen	-0.8	0
19	19	Carat	JM Smucker Pet Brands	2.5	Sony Mobile & Playstation	-5.0	1
20	20	Starcom		0.0	Walmart	-22.5	0
						37.1	23

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.