

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Mar 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	1	McCann WorldGroup	Verizon US, Chevrolet(Social) US, Alzheimer's Society UK, Diageo brands S.Africa	92.5	Cheerios UK(Activation)	82.1	122
2	2	WPP(Team WBA)	Walgreens Boots Alliance US	50.0		50.0	1
3	3	Ogilvy	Boots UK, Bulmers UK, Appletiser Global, Vodafone UK, University of Queensland Australia	51.4	BT UK Direct marketing	43.4	115
4	4	Droga5	Coty CoverGirl N America	25.0	Air Wick, Clearasil Global	20.0	2
5	6	DDB	Coty (Max Factor) Global, Ambev Brazil, Empresas Publicas de Medellin Colombia	33.2	SilkAir Singapore	19.7	42
6	5	Publicis	Winter Olympics 2018 UK&US, FNAC Darty Europe, Suncorp Bank Australia	14.1		14.1	76
7	-	Mullen Lowe	E*Trade US, AkzoNobel dec paints Global, Mini S Africa	18.4	Croma India	13.3	33
8	11	Venables Bell & Partners	Chipotle US, 3M consumer brands US	13.6	Phillips 66 US	13.0	2
9-	16	Isobar	FMCG Client	11.3	Innisfree Malaysia	11.2	54
9-	12	Saatchi & Saatchi	HSBC Global Project UK, Geely China, Jim Beam Australia	13.6	Aosimth China	11.2	29
11	8	BBDO	Hot Wheels, Fisher - Price US, Carphone Warehouse UK, Grupo CMG Mexico	11.7	University of Queensland Australia	11.1	9
12	9	Deutsch	Booking.com US, 7-Eleven US, Tile US, Target Project US	12.0	PWC US Digital Project	11.0	4
13	10	Wunderman	BT(Includes EE) UK Direct marketing	10.5	Electronic Client Singapore	10.3	3
14	14	Joan Creative	Booking.com US	8.0		8.0	1
15	15	FCB	Sun Pharmaceutical's (Odomzo) US, Lastminute.com UK, UNICEF UK Project	8.9	Old Mutual Africa	7.9	17
16	17	Havas Worldwide	Air Wick, Clearasil Global, Carling lager UK	7.0		7.0	2
17-	7	R/GA	Hyundai N series UK Digital, PWC US Digital Project, Guinness UK Digital	12.5	E*Trade US	6.5	4
17-	29	Y&R	Reliant Energy US, Center Parcs UK, SilkAir Singapore	9.7		6.5	35
19	36	J Walter Thompson	Vodafone Australia, XL Axiata Indonesia, Aspoll cider UK	13.9	7-Eleven US	6.4	95
20	33	M&C Saatchi	Dreams UK, D'yana Malaysia, SGMW auto 510 model China	7.1	Etika - Wonda Malaysia Project	5.7	5
						358.4	651



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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	Walgreen Boots Alliance Global, Wholefoods Market US, RWE Germany, Brand USA Global(11 Markets)	75.5	SM Malls Philippines	69.4	96
2	3	Publicis(Connect)	MillerCoors US	20.0		20.0	1
3	2	Starcom	Merck Consumer Healthcare Global, Vileda Germany, Lowe's US Media	25.8	AB Lindex Sweden	19.0	8
4	6	Havas Media	Beats by Dre Europe, Bobs Discount Furniture US, MediaMarkt Spain	17.5	Polski Bank Komorek Poland	16.4	73
5	5	Mediavest Spark	KFC US, Mattel US, Bel Groupe Global, Ten Digital Australia	21.3	Fifth Third Bancorp US	16.1	5
6	4	Carat	Vitaldent Spain, Standard Chartered Bank Asia 8 Markets, Be Med (Planning) Thailand	18.8	Salvat Mexico	15.4	115
7	9	Empower	Fifth Third Bancorp US, Captain D's US, Ashley Furniture US Planning	14.3		14.3	3
8	8	Mindshare	TJX Companies US, PT. Excelcomindo Indonesia, British Council Malaysia	18.0	Mattel US	13.2	49
9	30	MEC	Mercedes Benz China, Amazon China, Vitasoy China TV buying	20.6	KFC US	10.2	34
10	7	PHD	Virgin Holidays UK, HPI Digital UK, HP Global Digital	18.2	Bank of Communications China	6.6	53
11	10=	M/SIX	Sainsbury's UK, Virgin Money UK, Argos UK	5.3		5.3	3
12	10=	Dentsu Aegis	Heineken brands TBC Global	5.0	Rostelecom Russia	4.8	1
13	25	Dentsu Media	FMCG Client Thailand	3.9	UCB, Inc.- Zyrtec Russia	3.5	22
14	12	DigitasLBI	Mattel US	3.0		3.0	1
15	13	The7stars	Ladbrokes Coral UK, FF Group UK,	2.8		2.8	2
16=	15	Assembly	WordPress US, Orbitz US, Belkin US	2.0		2.0	3
16=	14	MediaHub	BET Networks US, Chipotle Mexican Grill US	2.0		2.0	2
18=	16	VCCP	eBay Europe	1.0		1.0	1
18=	-	Allyes	SAIC MOTOR China	1.0		1.0	1
18=	-	Hi-gloss	Grove Bay Hospitality Group US	1.0		1.0	1
						226.8	474

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.