

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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 US Social Media	74.0	Office Depot US	68.0	2
2	2	WPP(Team WBA)	Walgreens Boots Alliance US	50.0		50.0	1
3	3	Droga5	Coty Covergirl	20.0	Air Wick, Clearasil Global	16.0	1
4	5	Venables Bell & Partners	Chipotle US, 3M consumer brands US	13.6	Phillips 66 US	13.0	2
5	4	Deutsch	Booking.com US, 7-Eleven US, Tile US, Target Project US	12.0	PWC US Digital Project	11.0	4
6	7=	AnalogFolk	Jacob's Creek Global, Biorna Quantics Global	8.1		8.1	2
7-	7=	Joan Creative	Booking.com US	8.0		8.0	1
7-	7=	Ogilvy	Appletiser Global	8.0		8.0	1
7-	7=	Sid Lee	Sobieski vodka Global	8.0		8.0	1
8-	12=	BBDO	Hot Wheels, Fisher- Price US	5.0		5.0	1
8-	12=	Carol H Williams	Chevrolet-Afric-Amer US	5.0		5.0	1
8-	12=	Johannes Leonardo	MassMutual US	5.0		5.0	1
8-	12=	Laundry Service	BMW US Social Media	5.0		5.0	1
8-	12=	Pereira & O'Dell	Fifth Third Bancorp US	5.0		5.0	1
15	17	Serendipit Consulting	Modern Acupuncture US, Buzzies, Blue Door Treatment Center and Caliente Construction US	4.9		4.9	7
16	18	Richards Group	American Cancer Society US, TGI Friday's US	4.5		4.5	2
17	19	Havas Worldwide	Air Wick, Clearasil Global Creative	4.0		4.0	1
18	6	72andSunny	eBay US	8.9	Target US	3.9	1
19-	21	Weber Shandwick	Chevrolet US Social Media, The Salvation Army US	3.5		3.5	2
19-	-	Hill Holliday	Party City US	3.5		3.5	1
						239.4	34

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	Mediacom	Walgreen Boots Alliance Global, Wholefoods Market US, Uniqlo US, My Heritage - My DNA US	26.9		26.9	4
2	2	Publicis(Connect)	MillerCoors US	20.0		20.0	1
3	4	Empower	Fifth Third Bancorp US, Captain D's US, Ashley Furniture US Planning	14.3		14.3	3
4	3	Mediavest Spark	Bel Groupe Global, KFC US, Mattel US	19.0	Fifth Third Bancorp US	14.0	3
5	7	Havas Media	Bobs Discount Furniture US, Veil (Indivior) US Project, Before Brands US	3.9		3.9	5
6	5	PHD	HP Global Digital, Bandai US	3.4		3.4	2
7	6	DigitasLBi	Mattel US	3.0		3.0	1
8-	10	Assembly	WordPress US, Orbitz US, Belkin US	2.0		2.0	3
8-	8=	MediaHub	BET Networks US, Chipotle Mexican Grill US	2.0		2.0	2
8-	8=	Dentsu Aegjs	Heineken brands TBC Global	2.0		2.0	1
11	-	Hi-gloss	Grove Bay Hospitality Group US	1.0		1.0	1
12-	11=	Cactus	Community America Credit Union US	0.3		0.3	1
12-	11=	Milner Butcher Media Group	Home Franchise Concepts (HFC) US	0.3		0.3	1
12-	11=	Tug	Thomas Sanderson US Digital	0.3		0.3	1
12-	-	Tombras	Darden specialty brands US	0.3		0.3	1
16	14	Citrix	Allen & Gerritsen US	0.2		0.2	1
17	15	Team One	Indian Motorcycle US	0.0		0.0	1
18	16	Starcom	Merck Consumer Healthcare Global, Lowe's US Media	2.3	Mattel US	-0.7	2
19	17	Vizeum		0.0	Uniqlo US	-2.4	0
20	18	Crossmedia	Dogfish Head Brewery US, Nissin Foods US, Jägermeister US	0.3	Wholefoods Market US	-3.0	3
						87.6	37

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.

