

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / May 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	Ogilvy	Motorola Global, Nationwide US, Persil UK, Aldi Sud Germany	89.2	Claro mobile Brazil	72.5	267
2	2	Mullen Lowe	USAA US, Union Investment Germany, Fox+ y Fox Play LATAM	40.1	Subway Brazil	39.4	34
3	4	Anomaly	Beats by Dr. Dre Global, Campell Soups Brands US, Cancer Research UK	38.2		38.2	5
4	3	VML	Wendy's US, Nespresso Brazil, Raí zen y Shell Brazil	35.5		35.5	3
5	7	McCann WorldGroup	Mastercard(Digital) US, Smyths Toys Superstores UK, Coca-Cola Argentina	33.9	Pandora US	32.3	220
6	6	TBWA	Direct Assurance(Digital) France, McDonald's Argentina, Go Daddy Singapore	44.6	MillerCoors US	30.2	64
7	-	GSD&M	Dodge US, Blue Bunny US	26.0		26.0	2
8	9	DDB	Time Warner US, Jeep North America, Strongbow UK	57.7	Clorox Global	25.8	138
9	5	FCB	Clorox Global, Npower UK, Whirlpool LATAM, Independent Media Group South Africa	34.1	Vonage US	25.6	23
10	10	Y&R	Premier League UK, Chanel UK, Lombard Odier UK Project, Edgars South Africa	28.4	Premier Inn UK	24.3	88
11	14	McGarryBowen	United Airlines Global, Clorox Global, Monster.com Europe	21.0		21.0	5
12	15	Isobar	Panasonic(Digital) India	19.0		19.0	102
13	12=	Saatchi & Saatchi	Walmart - Asda UK, Ferrovie dello Stato UK, Mondelez (Gum and Candy) Japan	22.5	Union Investment Germany	18.7	44
14	12=	Cheil Worldwide	Logitech India, Coca-Cola India Project, Fox Life India	17.9	Pfizer Korea	17.3	65
15	11	Droga5	Pizza Hut US, SheaMoisture US, T-Mobile US, Rustlers UK	21.4	Motorola Global	15.9	4
16	22	CP+B	Vonage US, Betstars UK, Hershey US, Jose Cuervo US, Diageo Brazil Project	15.8		15.8	7
17	8	BBH	Ray-Ban Global, Macy's US, Uber UK, CreditExpert UK	24.3	Newell Rubbermaid US	14.2	7
18	19	Dentsu	LTA Singapore, NEA Singapore, Chadstone Shopping Centre Australia	12.4	Cremica India	10.5	70
19-	16=	Talent Marcel	Claro mobile Brazil	10.0		10.0	1
19-	16=	Commonwealth	Chevrolet Brand US	10.0		10.0	1
						502.2	1,150

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / May 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	PHD	Volkswagen Global, Carnival Corporation US&UK, Future Life South Africa	167.2	Greenstone Australia	165.1	99
2	3	OMD	Verisure Europe, Ancestry.com US, Furcor Australia	58.6	Paddy Power Betfair UK/Ireland	42.3	172
3	2	GroupM	Target US, Westpac Australia	38.3	UrbanClap India	37.4	2
4	4	Havas Media	Correos Spain, TUI France, AXA Ireland, Coyote France	29.7	Vivil Germany	26.0	94
5	9	Zenith	21st Century Fox US, Nomad Food Europe, Klook APAC(7 Markets)	32.2	H&M US	24.9	60
6	6	Initiative	Reckitt Benckiser Germany & Asia(6 markets), Gov of Netherlands, Gobierno Chile	25.0	Vympelkom Russia	20.0	73
7	-	Assembly	21st Century Fox US, E*Trade US, SodaStream US	19.3		19.3	4
8	7	Vizeum	21st Century Fox US, E.on UK, Reckitt Benckiser Thailand	18.4	Viacom UK	17.8	30
9	8	Mindshare	Malaysia Airlines Global, Hitachi China/Japan, Tencent MIG China, AIS Digital Thailand	23.5	ITV UK	11.7	69
10	13	Dentsu Media	Calzedonia Russia, Japan National Tourism Organisation Malaysia	11.8	Bridgestone India	11.2	92
11	43	Carat	Kellogg's Europe, The Post Office UK, BRF Argentina	26.2	Walmart - Asda UK	6.2	145
12	14	Optimedia Blue 449	Intu Shopping Centres UK, Walmart Asda UK	5.7		5.7	2
13	11	Maxus	Huawei(Planning) UK, Church & Dwight US, Jet.com US, Weber BBQ UK	7.0	Linas Matkasse Sweden	5.4	21
14	12	Exterion Media	TfL UK	5.0		5.0	1
15	10	MEC	Pernod-Ricard Germany, Monsanto UK, island2island Australia	9.0	LegalZoom US	4.6	70
16	46	Universal McCann	Tourism Australia Global, Go Pro France&Mexico, VF Group China/HK/Korea	28.0	Malaysia Airlines Global	4.2	60
17	15	Solve	Radisson US, American Standard US	2.7		2.7	2
18	27	Horizon Media	Star Ratings Australia Project	2.3		2.3	2
19	16	Dat Viet VAC Media	Vinamilk(Buying) Vietnam, Masan (Buying) Vietnam	1.8		1.8	2
20	17	GKV	Medifast US	1.2		1.2	1
						414.8	1,001

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.