



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / May 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	Chevron US Brand Experience, MGM's Resorts and Casinos US,	81.0	Office Depot US	75.0	5
2	2	WPP(Team WBA)	Walgreens Boots Alliance US	50.0		50.0	1
3	3	Droga5	Heineken US, Dos Equis US, Ancestry.com US	51.0	Air Wick, Clearasil Global	47.0	5
4	4	Venables Bell & Partners	Chipotle US, 3M consumer brands US	13.6	Phillips 66 US	13.0	2
5	5	Deutsch	Booking.com US, 7-Eleven US, Tile US, Target Project US	12.0	PWC US Digital Project	11.0	4
6	-	McGarryBowen	American Express US	10.0		10.0	1
7	6	Joan Creative	Booking.com US	8.0		8.0	1
8	-	The Martin Agency	UPS Global Global, DoubleTree by Hilton US	7.5		7.5	3
9	15=	J Walter Thompson	Luxury Client	11.6	7-Eleven US	7.3	21
10	21	Anomaly	Sonos US, Coca-Cola Minute Maid US	7.0		7.0	2
11	13	DDB	Percil ProClean US, Miller Lite US (digital), EA Sports Global	13.6	Chevrolet-Afric-Amer US	5.1	6
12-	7=	Carol H Williams	Chevrolet-Afric-Amer US	5.0		5.0	1
12-	7=	Johannes Leonardo	MassMutual US	5.0		5.0	1
12-	7=	Laundry Service	BMW US Social Media	5.0		5.0	1
12-	7=	Pereira & O'Dell	Fifth Third Bancorp US	5.0		5.0	1
16	11	Serendipit Consulting	Modern Acupuncture US, Buzzies, Blue Door Treatment Center and Caliente Construction US	4.9		4.9	7
17-	15=	BBDO	Hot Wheels, Fisher- Price US, ZTE US	5.5	Belvedere vodka US	4.5	2
17-	14	Richards Group	American Cancer Society US, TGI Friday's US	4.5		4.5	2
19	-	Eleven	Helix US, Pella US, Inkling US Project	4.0		4.0	4
20	18	72andSunny	eBay US	8.9	Target US	3.9	1
						282.7	71



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / May 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	-	Horizon Media	Sprint US	35.0		35.0	1
2	1	Mediacom	Elizabeth Arden US, Walgreen Boots Alliance Global, Wholefoods Market US	28.0		28.0	5
3	3	Publicis(Connect)	MillerCoors US	20.0		20.0	1
4	4	Empower	Fifth Third Bancorp US, Captain D's US, Ashley Furniture US Planning	14.3		14.3	3
5	5	Mindshare	TJX Companies	11.1	Mattel US	6.6	2
6	6	Havas Media	Emirates Global, Shopko US, Before Brands US, Telemundo US Project	5.4		5.4	9
7	7	MullenLowe MediaHub	BET Networks US, Chipotle Mexican Grill US, Remy Cointreau US	3.5		3.5	3
8-	9=	DigitasLBi	Mattel US	3.0		3.0	1
8-	9=	Zimmerman Advertising	Office Depot US	3.0		3.0	1
10	8	PHD	HP Global Digital, Bandai US	3.4	Elizabeth Arden US	2.3	2
11-	11	Assembly	WordPress US, Orbitz US, Belkin US	2.0		2.0	3
11-	12	Dentsu Aegis	Heineken brands TBC Global	2.0		2.0	1
13	13	Universal McCann	Accenture Global, Coach Global,	4.8	Office Depot US	1.8	2
14-	14=	Hi-gloss	Grove Bay Hospitality Group US	1.0		1.0	1
14-	14=	Young & Laramore	Ingersoll Rand Brands	1.0		1.0	2
16	16	Karbo Communications	TDK US	0.5		0.5	1
17-	17=	Cactus	Community America Credit Union US	0.3		0.3	1
17-	17=	Milner Butcher Media Group	Home Franchise Concepts (HFC) US	0.3		0.3	1
17-	17=	Tug	Thomas Sanderson US Digital	0.3		0.3	1
17-	17=	Tombras	Darden specialty brands US	0.3		0.3	1
						130.3	42

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.