



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Apr 2018

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	Publicis	Swarovski Global, Mercedes-Benz Global, Ricola Global	137.2	Telefonica Chile	136.3	69	
2	2	J Walter Thompson	ASUS Global, Alliance One US, Edelman Financial US	96.6	Edgewell Global	87.0	155	
3	3	Havas Worldwide	BMW Motorsport Germany, Stonarch Group Canada, Sun Life Assurance Canada	63.1		63.1	66	
4	4	Ogilvy	Diageo Colombia, National Council of Social Services Singapore, Formula 1 Global (CRM)	60.5	Jägermeister US Digital	58.2	149	
5	6	Grey Group	Bose Global, P&G Fabric Care N. America, Campari Group UK	39.8	Hotels.com Asia	38.7	6	
6	8	DDB	National Lottery UK, McDonald's Australia, Manicho Ecuador, Beiersdorf Ecuador	36.4	Virgin Atlantic Europe	31.4	85	
7	7	Publicis Groupe	Campbell Soup Global	30.0		30.0	1	
8	5	Saatchi & Saatchi	P&G Fabric Care N America, Campbell Arnotts Australia, CPF Singapore	40.5	Asda UK	27.7	29	
9	9	McCann WorldGroup	Vichy Cosmetics Global, Resolve Finance Australia Project, Apollo Pipes India	32.1	ALDI US	26.7	122	
10	11	Leo Burnett	Betfair Europe, Castello cheese Global Digital, Emirates Airlines Australia	24.8	Comboios de Portugal	24.4	119	
11	15	Y&R	Office Depot Global, Viagra OTC UK, Optimum cable US, Santander Brazil	27.7	Menulog Australia	24.2	23	
12=	12=	R/GA	Major League Soccer US, Shopify US, Vail Resorts US	21.5		21.5	19	
12=	14	Isobar	SANA Namerakahonpo Thailand	21.5		21.5	114	
14	10	GS&P	BMW US, Ram Trucks US	21.0		21.0	2	
15	12=	The Martin Agency	Wizards of the Coast US, Kohl's US, Sling TV US, The Magic Brand US	17.5		17.5	5	
16	25	Dentsu	Subway Singapore, Land Transport Authority Singapore, Smart Communications Philippines Project	16.8	HP Japan Project	15.8	91	
17=	16=	Wieden & Kennedy	Bud Light (Social) US, Converse Global	15.0		15.0	3	
17=	-	WPP(Team Energy)	BP Global	15.0		15.0	1	
19	26	MullenLowe Group	Rossmann Germany, Unilever Brand (PG Tips) UK, Edgewell Global, Cabify Global	15.0	Aldeas Infantiles SOS Bolivia	14.0	13	
20	16=	TBWA	SA Tourism Australia, Amazon Australia, JD Williams UK	19.5	Foxtel Australia	13.5	18	
						Apr 2018	787.8	1,524
						Apr 2017	461.3	1,426
						YoY Comparison:	70.8%	6.9%



## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Apr 2018

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	60	Carat	Microsoft Global, P&G Hair Care N. America, Gore-Tex Global	107.4	UK Government	61.1	96	
2	4	PHD	HSBC Global, Iliad Italy, Harry's US, Newell US, BRP N.America	51.5	Purple Bricks UK	48.9	122	
3	2	Spark Foundry	Marriott Global, Mondelez N. America, Telemundo US, Campbell Arnott's APAC	44.0	TriHonda dealers US	38.9	11	
4	3	MediaCom	Sky(Buying) Europe, Office Depot Global, Bose Global, Hotels.com N.America	41.5	NCSS Singapore	36.0	39	
5	7	OMD	UK Government, Telstra's Belong Australia, LIDL Italy, Betway UK, Henkel Italy, Yopa UK	36.9	CMPC LATAM	34.1	117	
6	1	Hearts & Science	P&G Fabric Care N.America, Amgen US	43.0	P&G Hair Care N. America	28.0	2	
7	5	Initiative	Amazon Studios US, CMPC LATAM, Liberty Mutual US	27.0	Hyundai Australia	24.3	48	
8	6	Havas Media	Alain Afflelou France, Aldi Denmark, GiffGaff UK, Bob's Furniture US, Yuengling US	22.2	KGA fragrances UK	19.7	50	
9	8	Publicis Groupe	Campbell Soup Global	13.5		13.5	1	
10	56	dentsu X	FMCG Client China	20.8	Australian Fed Gov	11.7	82	
11	10	Vizeum	Wm Grant & Sons France, 2Go Philippines, Maquarie University Australia	12.2	Match.com UK	11.1	57	
12	-	WPP(Team Energy)	BP Global	10.0		10.0	1	
13	12=	Universal McCann	NCSS Singapore, LGT Private Banking Singapore, Australian Fed Gov Australia	15.7	Westons Cider UK	9.3	24	
14	11	MullenLowe MediaHub	Crust Pizza Australia, Wyndham hotels N. America, Pearson Education US	8.3	Macquarie University Australia	8.2	5	
15	9	Horizon Media	TriHonda dealers US, UnitedHealth Group US, SharkNinja US, SharkNinja US	14.0	Optimum cable US	7.9	3	
16	14	Zenith	Didi Australia, Ixigo India, Pierre Fabre China, GAC Group China	7.3	Qantas New Zealand	5.2	15	
17	16	M/SIX	Westons Cider UK, Bridgestone Tires Europe, Telekom Malaysia (unifi)	3.2		3.2	3	
18	15	The7stars	ABF grocery products US, Entertainment Films UK,	3.1		3.1	2	
19	41	M2M	Hyundai Australia	2.7		2.7	3	
20	17	VaynerMedia	Mondelez N. America	2.5		2.5	1	
						Apr 2018	364.0	895
						Apr 2017	271.2	921
						YoY Comparison:	34.2%	-2.8%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.