



2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Apr 2019

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	21	DDB	PlayStation Global, Julie's Biscuit China, Project X India, Corona	84.7	Volkswagen UK	82.2	67	
2	1	Ogilvy	MATTEL EMEA, POST OFFICE UK, BOSTON SCIENTIFIC US, Pfizer China, Nestle (Content Studio) China, Maxus China	48.2	Nivea China	46.2	110	
3	3	Havas Worldwide	Westfield Global, Compare the Market UK, Dickies US Project, Grub Hub US, Bel Brands Global	44.4		44.4	47	
4	23	R/GA	Sunchips US, Tresseme US, Airbnb US, Brixton Finishing School US, Siemens Global	30.0		29.5	21	
5	2	BBDO	Cielo Brazil, Bumble India, Tennis Australia, Mercedes Benz China, MillerCoors (Cape Line, Redd's Apple Ale) US	30.3	Grey Goose US	28.3	47	
6	5	Publicis	GSK China, Liby China, Samsung SEA Singapore, HPB Singapore, Ohmyhome Singapore	26.1	DS China	24.9	78	
7	4	Johannes Leonardo	Volkswagen US	20.0		20.0	1	
8	13	McCann Worldgroup	ADT Inc. US, TherapeuticsMD Annovera UK, Skyworth TV China , TherapeuticsMD US, Yinji Holiday Resort China	17.6	WINIX	14.7	66	
9	6	Leo Burnett	iceiland UK, Audi - artersales/ znd hand China, WeBank China, Audi- Branding China, Yili-Yousuanru China	15.4	CCB China	14.4	65	
10	7	TBWA	Merlin Entertainments UK, Refinitiv Global, Singapore Airlines Global, Gatorade Global	13.5	AXA Korea	13.2	7	
11	14	Wunderman Thompson	Nova Eyewear Solutions India, Nutralite India, Times Internet India, Duracell Global, Bose Global Digital	13.5	Eucerin	13.0	53	
12	9	Saatchi & Saatchi	Yili- Shuhua milk China, SVW New car model (B-MPV) China, Geely China, Kabrita China, Porsche China	12.1	Mondelez India	12.1	28	
13	12	VMLY&R	Ausgrid US, Roewe China, Chuck E. Cheese US, Keytruda US, FEDEX US	11.5		11.5	66	
14	10	Digitas	Huawei China, Mercedes-Benz China Project, Heineken China Retainer	11.1		11.1	32	
15	8=	Dentsu	Britannia Timepass India, Mazhavil Manorama India, Geojit Financial Services India, Subway Singapore	12.1	Liby China	10.4	60	
16=	15	Anomaly	Johnnie Walker Global	8.0		8.0	1	
16=	-	Big Spaceship	TikTok US	8.0		8.0	4	
18	32	WPP	VodafoneZiggo US, Distell US	7.5		7.5	3	
19	22	FCB	Domino's Pizza India, Weltmeister China, AB InBev Middle East region, Euflexxa US	7.7		7.4	16	
20	16	MullenLowe Group	HONOR India, Grey Goose US, World of Tanks UK, Ruosh India	8.3	POST OFFICE UK	6.8	12	
						2019(Jan-Apr):	553.2	1,162
						2018(Jan-Apr):	787.8	1,524
						YoY Comparison:	-29.8%	-23.8%



2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Apr 2019

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	Carat	Cash Converters Australia, Berli Jucker PCL (BJC Foods) Thailand Contract , JACOBS DOUWE EGBERTS TH Ltd. (Super Coffee) Thailand Contract	102.1	Asahi Australia	91.8	50	
2	3	OMD	Disney- 21st Century Fox US, Vinamilk Vietnam, Yili China, Jardiance US, King Digital Entertainment/Candy Crush Friends US	79.8	Lovely Professional University India	77.3	141	
3	2	Mindshare	Tourism New Zealand Australia, Hindware India, Ikea Indonesia, Yili(Media Planning) China	56.1	Iconix Netherlands	54.7	147	
4	4	Horizon Media	Peloton US, Petco US, National Geographic US	33.2		33.2	21	
5	6	Havas Media	Visit California US, UnionPay China, Homebase UK, Stop & Shop US, Global Citizen Global	29.5	Fico Cements Vietnam	29.4	55	
6	11	Wavemaker	Muthoot Fin Corp India, NestAway US, South Australian Government Australia, Little Red Book China	32.3	Now TV Hong Kong	24.8	51	
7	8	Universal McCann	Energizer US, TGI Fridays US, Coty China, Zomato India, South Australian Government Australia	18.8	Government Client	18.6	25	
8	13	MediaCom	Coca-Cola Russia, DFS UK, ECCO China, Jahwa China, Queensland Government Australia	19.2	Carnival Cruise Line Australia	15.8	39	
9	5	Spark Foundry	NBC Universal Entertainment US, MCM Worldwide US , Technology Brand Client, Encore Tissue	15.2		15.1	11	
10	7	Initiative	Carnival Cruise Line Australia, Swinburne University Australia, RSH Global Pvt Ltd India, Keurig Dr Pepper US	13.2	Cancer Council NSW Australia	11.8	44	
11	9	dentsu X	Car Brand Client, Technology Brand Client	9.2	Svyaznoy Russia	8.7	60	
12	12	MediaHub	Fox Sports and Fox Entertainment US, Sennheiser Global, At Home based in Plano US	6.5		6.5	3	
13	-	Vizeum	Capri Sun Europe, MYOB Australia	6.3	Komoco Motors Pte Ltd Singapore	4.2	19	
14=	16=	Empower	PetSmart US	2.5		2.5	1	
14=	16=	Crossmedia	Ethihad Airways Global	2.5		2.5	1	
16	18	Madison Media	Marico India, Marico Media India	2.0		2.0	1	
17	10	PHD	Disney Studio China, Amazon China, Chuck E. Cheese US, Al Alali UAE, Aurora Cannabis Canada	20.9	Titan centro comercial Colombia	1.4	118	
18	19	Atomic 212	NT government Australia	1.2		1.2	2	
19=	20	BSSP	Columbia Sportswear US	1.0		1.0	1	
19=	21	Vice Media	Teads Global	1.0		1.0	1	
						2019(Jan-Apr):	288.9	846
						2018(Jan-Apr):	364.0	895
						YoY Comparison:	-20.6%	-5.5%

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.