



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Dec 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	Chivas Regal Global, Opel Germany, Jungwoo BIT Korea, Pizza Hut LATAM	188.4	Office Depot US	177.1	484	
2	2	BBDO	Honeybaked Ham US, Kohl's US, Mercedes Benz Service Germany, EA Madden US	169.6	Belvedere vodka US	158.8	269	
3	3	Ogilvy	CFA Institute Global, British Airways(Loyalty) US, Mondelez Cadbury UK & Australia	139.4	American Express US	113.3	350	
4	4	Isobar	Lafayette 148 US (Digital), Titan Company (Digital) Global, Canon Thailand	107.9	Innisfree Malaysia	107.8	430	
5	5	J Walter Thompson	Le Monde France, Church's Chicken US, Qatar Financial Centre Global, Tunisie Telecom Europe	119.6	Kellogg's US	91.9	574	
6	6	DDB	Radox Global, Sol Beer US, ConAgra US, Miller Lite US, Freedom Furniture Australia	112.1	Electrolux Global	90.1	322	
7	7	GS&P	Liberty Mutual US, PepsiCo US, NFL Network US Project, Gradifi US Project	87.7	Princess Cruises US	70.3	4	
8	8	Leo Burnett	McDelivery Global, McDonald's UK, Kellogg's US, Serta Mattresses US	69.1	Coty (Max Factor) Global	55.0	273	
9	9	Anomaly	V8 juice UK, Halo Top US, The Hershey Company US, Carnival Cruises US	55.7	Diesel Global	52.2	13	
10=	10=	WPP(Team WBA)	Walgreens Boots Alliance US	50.0		50.0	1	
10=	10=	Dentsu Aegis Network	Subway N. America	50.0		50.0	1	
12	15	Dentsu	Abbott Malaysia, Panasonic India Project, Vieda India, HCF Australia	44.4		44.0	217	
13	13	Publicis	Lastminute.com UK, Diesel Global, Winter Olympics 2018 UK&US	47.2	MT Educare India	40.9	239	
14	14	Druga5	Asahi beer US & UK, Peroni Nastro Azzurro UK, Mattress Firm US, Tencent Gaming US	48.0	Air Wick, Clearasil Global	38.0	13	
15	16	FCB	Blue Bunny US, Shionogi US, Holland & Barrett UK, Aclaris US, Nestlé Grego Germany	43.6	Lime-a-Rita US	35.6	81	
16	19	Saatchi & Saatchi	Expedia Global, Asics Global, Nestle ProPlan Australia Project, Border Security Australia Project	38.1	Aosimth China	30.5	101	
17	17	CP+B	The Hershey Company US, Domino's US,	33.5	NBA 2K US	29.5	4	
18	18	Grey Group	Revlon US, Tuborg Beer Global	69.2	3M Consumer Brands US	29.1	111	
19	12	MullenLowe Group	Kia Motors EMEA, Whole Foods Market US, Nuveen US, Eurosport Europe, E*Trade US	54.6	Cash Converters Australia	28.2	74	
20	20	72andSunny	Uber Global, Infiniti Global, Hello Products US, eBay US	28.9	Target US	23.9	5	
						Dec 2017:	1,717.6	4,840
						Dec 2016:	2,066.9	4,688
						YoY Comparison:	-16.9%	3.2%



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Dec 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	Hotels.com US, Kenneth Green Associates UK, Uber US, Akzo Nobel paints Global	304.6	Subway US	207.8	257	
2	2	Mindshare	Unilever(Planning) Global, Deutsche Telekom Germany, IBM US&APAC	211.8	Jaguar Land Rover Global	140.2	247	
3	4	Havas Media	Mylan Global, EDF France & UK, Sanofi US, Atout France	94.2	Biocodex Russia	88.3	201	
4	3	Vizeum	AB InBev NA,Europe,Africa, Bunnpris Norway, Open Text Canada	93.0	Pernod Ricard Australia	87.0	174	
5	5	Starcom	Lionsgate US, AB InBev CN,KR,JP, AB InBev Colombia, Peru and Ecuador	99.6	LEGO US	67.6	53	
6	11	Dentsu Aegis Network	Jaguar Land Rover Global, Subway US, Heineken brands TBC Global	52.0	Rostelecom Russia	51.8	3	
7	7	MullenLowe MediaHub	MTV US, Staples US, Nuveen US, Eurosport Europe	41.6	Oleofarm Poland	41.2	10	
8	8	dentsu X	Progress Russia, Booking.com Singapore, Honda Motorcycle Thailand	44.4	UCB, Inc.- Zyrtec Russia	39.1	231	
9	6	Initiative	LEGO Global, Amazon Global, Carlsberg Global, Value Retail Group Europe, Unibet UK	82.3	France Alzheimer France	37.7	66	
10	10	OMD	Henkel Germany, Toom Germany, Qantas Australia	117.9	Carlsberg Global	33.4	355	
11	9	Horizon Media	Sprint US	35.0	Jack in the Box US	30.3	1	
12	12	Universal McCann	iZettle US, Accenture Global, Coach Global, Folli Follie APAC, LEGO ANZ	36.6	Mylan Global	27.0	95	
13	14=	PHD	AB InBev AU,VN,IN, German Fed Gov(Planning) Germany, Volkswagen(Digital) Germany	54.4	Unilever(Communications Planning) Global	22.0	223	
14	13	Crossmedia	BMW Group(Digital), HomeAway.com, Advance Auto Parts	26.5	Toom Germany	21.3	6	
15	15=	Publicis(Connect)	MillerCoors US	20.0		20.0	1	
16	16	Empower	O-Cedar US, Fifth Third Bancorp US, Captain D's US, Ashley Furniture US Planning	14.8		14.8	4	
17	17	GroupM	British Airways Global, LVMH APAC	13.0	Cipla India	11.0	2	
18	19	Essence	BT, EE UK	13.0	HP(Digital) Global	8.0	2	
19	20	KWG	Sanofi(Buying)	7.5		7.5	1	
20	21	Hearts & Science	Intuit US, Barclays US	7.4		7.4	5	
						Dec 2017:	931.7	2,560
						Dec 2016:	884.4	3,367
						YoY Comparison:	5.4%	-24.0%

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.