



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Feb 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	Mercedes-Benz Global, Ricola Global, Friso China Project	127.2	Telefonica Chile	126.3	29	
2	17=	J Walter Thompson	SHELL Japan Project, Skechers China Project, Sino Hotels Hong Kong Project	42.3	Abbott - Pediasure Singapore	39.8	76	
3	2	Ogilvy	Changi Airport Group Singapore, Pizza Hut Singapore, Canadian Tourism Commission Mexico	41.8	Jägermeister US Digital	39.6	102	
4	4	Havas Worldwide	ADP US , Kraft Heinz Europe, Shoppers Drug Mart Canada Project	33.8		33.8	28	
5	-	Publicis Groupe	Campbell Soup Global	30.0		30.0	1	
6	3	The Martin Agency	Kohl's US, Sling TV US, The Magic Brand US, Lidl US Project	16.5		16.5	4	
7	15=	DDB	McDonalds Australia, Highways England UK, LCL France, Royal Caribbean China	16.9	Virgin Atlantic Europe	13.9	39	
8	5	Leo Burnett	Castello cheese Global Digital, Abbott nutrition China, Emirates Airlines Australia	13.1		13.1	46	
9	6	R/GA	Plated US, Shiseido Japan Digital, Bubby US, Lego US	13.0		13.0	11	
10	7=	Grey Group	Bose Global	11.0	Hotels.com Asia	10.0	2	
11	7=	Publicis.Sapient	Carrefour Global Digital	10.0		10.0	1	
12=	-	Conill	Lowe's US	10.0		10.0	1	
12=	-	EP & Co	Lowe's US	10.0		10.0	1	
12=	-	Via Agency	Lowe's US	10.0		10.0	1	
15=	10	Isobar	FMCG China Client	8.8		8.8	41	
15=	9	McCann WorldGroup	Vichy Cosmetics Global, Dorchester Collection Global, San Francisco Giants US	14.2	ALDI US	8.8	35	
17	12=	Wolfgang	Halo Top Ice Cream US, Panda Express US	7.0		7.0	2	
18	-	Y&R	Office Depot Global, Yamaha Indonesia Project, Innisfree Thailand Project	9.1	Emirates Airlines Australia	6.6	10	
19	15=	MullenLowe Group	Rossmann Germany, Unilever Brand (PG Tips) UK, Deutsche Bahn Germany CRM	6.8	Macquarie University Australia	6.3	6	
20	11	Karmarama	BT UK digital, BetVictor UK	6.0		6.0	2	
						Feb 2018	326.6	620
						Feb 2017	260.2	649
						YoY Comparison:	25.5%	-4.5%



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Feb 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	15	Spark Foundry	Marriott Global, Mondelez N. America, Telemundo US, Khumo Tyres Australia	42.4	DanoneWave US	39.5	6	
2	6	OMD	LIDL Italy, Betway UK, Henkel Italy	18.6	H&M Hong Kong	17.3	63	
3	1	MediaCom	Office Depot Global, Bose Global, Match.com UK, Pella Corp US	18.2	Bosch Siemens UK	17.0	35	
4	14	PHD	Iliad Italy, Harry's US, Newell US, Menarini Indonesia	17.5	Watsons Taiwan	15.1	33	
5	-	Publicis Groupe	Campbell Soup Global	15.0		15.0	1	
6	3	Havas Media	Alain Afflelou France, Aldi Denmark, GiffGaff UK, Bob's Furniture US, Yuengling US	16.5	Maquarie University Australia	14.3	34	
7	-	Horizon Media	UnitedHealth Group US	11.5	Telemundo US	10.9	1	
8	8	MullenLowe MediaHub	Wyndham hotels N. America, Pearson Education US, Global Road US, AkzoNobel US B2B	8.0	Macquarie University Australia	7.9	4	
9	5	Vizeum	Wm Grant & Sons France, 2Go Philippines, Maquarie University Australia	7.9	Match.com UK	6.8	23	
10	7	Zenith	IQYI Taiwan, GAC Group China, Betadine Throat Spray Thailand Project,	5.9	Central Watson's Thailand	4.1	8	
11	9	Mindshare	Shopee Indonesia, Tesco Thailand, Aleris Hamlet Denmark, Campari Denmark	8.5	Ermengildo Zegna Holditalia SpA China	3.9	39	
12	32	The7stars	ABF grocery products US, Entertainment Films UK,	3.1		3.1	2	
13	10	M/SIX	Bridgestone Tires Europe, Telekom Malaysia (unifi)	3.0		3.0	2	
14	35	VaynerMedia	Mondelez N. America	2.5		2.5	1	
15	28	dentsu X	FMCG Client China	3.3	Mother Dairy India	2.2	36	
16	26	Initiative	M G Motors India, Hakuodo (Mitsubishi) India, Le Minerale Philippines	2.0		2.0	14	
17	2	Wavemaker	SAIC/Roewe China, SAIC/MG China, Vodafone New Zealand	37.8	Pearson Education US	1.6	47	
18	-	SapientRazorfish	Marriott Global	1.5		1.5	1	
19	-	Pilot Media	Ritter Sport Germany	1.3		1.3	1	
20	11=	Merkley & Partners	Bic US, Land O' Frost US	1.0		1.0	2	
						Feb 2018	136.0	445
						Feb 2017	94.1	446
						YoY Comparison:	44.5%	-0.2%

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.