



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Jun 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	Nestle US, P&O Ferries EMEA, Swarovski Global, Ricola Global, Tourism Ireland UK	159.5	TriHealth US	157.6	107	
2	2	Ogilvy	Diageo Colombia, Ministry of Social and Family Development Singapore, Hasbro Brazil	88.8	Jägermeister US Digital	86.5	218	
3	3	Havas Worldwide	ADP US, E Leclerc France, 4F Austria	85.1	Craveable Brands Australia	81.8	105	
4	4	J Walter Thompson	ASUS Global, Alliance One US, Sol - Heineken Global, Jeanswest Australia	109.4	Edgewell Global	73.7	212	
5	5	Saatchi & Saatchi	P&G Fabric Care N America, Campbell Arnotts Australia, Didi Australia	73.4	Asda UK	60.6	44	
6	10	R/GA	Ally Financial US Digital, Harley-Davidson US, Berkshire Hathaway US	48.1		48.1	41	
7	7	Grey Group	Nestle US, Bose Global, P&G Fabric Care N. America, Campari Group UK	48.8	Hotels.com Asia	46.4	8	
8	6	MullenLowe Group	Bahlsen Global, UnionPay ASEAN	46.6	Aldeas Infantiles SOS Bolivia	45.6	17	
9	9	McCann WorldGroup	Nestle US, Vichy Cosmetics Global, Godiva chocolates Global	53.5	ALDI US	43.0	178	
10	8	Leo Burnett	Craveable Brands Australia, Betfair Europe, Castello cheese Global Digital	42.9	Philadelphia Cream Cheese US	40.5	161	
11	11	DDB	National Lottery UK, McDonald's Australia, Miele appliances Global	53.2	Conagra US	38.2	126	
12	12	Isobar	SANA Namerakahonpo Thailand	30.9		30.9	168	
13	13	TBWA	Mayo Clinic US, Swinton Group US, Fox Networks Group US, JD Williams UK	37.8	Foxtel Australia	29.0	29	
14	14	Y&R	Miss America US, Office Depot Global, Viagra OTC UK	31.6	Menulog Australia	28.1	35	
15	15	Dentsu	Subway Singapore, Land Transport Authority Singapore, Smart Communications Philippines Project	27.4	HP Japan Project	26.4	134	
16	16	GS&P	BMW US, Ram Trucks US	21.0		21.0	2	
17	-	GSD&M	Pizza Hut US	24.3	John Deere US	19.5	3	
18-	21	VML	Lion Australia (Digital and Technology)	18.0		18.0	45	
18-	17	Wieden & Kennedy	Bud Light (Social) US, Converse Global, Marubi China	18.0		18.0	6	
20	18	The Martin Agency	Wizards of the Coast US, Kohl's US, Sling TV US, The Magic Brand US	17.5		17.5	5	
						2018(Jan-Jun):	1,084.4	2,154
						2017(Jan-Jun):	690.8	2,052
						YoY Comparison:	57.0%	5.0%



## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Jun 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=	7	Initiative	Revlon Global, Amazon Studios US, CMPC LATAM, Liberty Mutual US	60.3	Burlington Stores US	51.5	60	
1=	2	OMD	Valeant Poland, Canadian Red Cross Canada, Mitsubishi Spain	58.4	Estee Lauder Cos Europe	51.5	168	
3	1	PHD	L&C UK, Habitat UK, Farmers New Zealand	55.7	Purple Bricks UK	50.1	159	
4	3	MediaCom	adidas Global Buying, Hilton Global, Ally Financial US	75.3	Revlon Global	37.5	71	
5	5	Spark Foundry	Lenovo Global, Macy's US, Marriott Global, Mondelez N. America	59.1	KFC US	37.3	14	
6	6	Hearts & Science	P&G Fabric Care N.America, Amgen US	43.0	Alzeihmers Research UK	27.8	2	
7	4	Carat	WA Government Australia, Microsoft Global, P&G Hair Care N. America	112.9	adidas(Buying) Global	26.0	134	
8	8	Havas Media	Alain Afflelou France, Aldi Denmark, GiffGaff UK, Seafolly Australia, Yuengling US	26.8	Bicentennial Singapore	23.0	71	
9	-	Essence	Tigerair Australia, T-Mobile US Digital Media	20.2		19.7	2	
10	15	Universal McCann	Nestlé Australia, Premier Inn UK, NCSS Singapore	23.6	Westons Cider UK	17.2	33	
11	10	dentsu X	Coolwinks.com India	24.5	Australian Fed Gov	14.4	113	
12	9	Wieden & Kennedy	KFC US, League of Legends US	13.8		13.8	2	
13	12	Vizeum	WWF UK, Wm Grant & Sons France, 2Go Philippines, Maquarie University Australia	13.6	Match.com UK	11.0	75	
14=	11	MullenLowe MediaHub	Crust Pizza Australia, Wyndham hotels N. America, Pearson Education US	11.1	Macquarie University Australia	10.9	7	
14=	16	Horizon Media	Burlington Stores US, TriHonda dealers US, UnitedHealth Group US	17.0	Optimum cable US	10.9	4	
16	13=	WPP(Team Energy)	BP Global	10.0		10.0	1	
17	13=	Digitas	Macy's US, Dunkin' Donuts US	15.0	Hilton Global	7.5	2	
18	17	M2M	Hyundai Australia, British Motors Hong Kong Project	5.6		5.6	6	
19	18	Zenith	Didi Australia, Ixigo India, Pierre Fabre China, GAC Group China	8.0	Crown Media Family Networks US	5.4	21	
20	35	Blue 449	Perfetti China, Dunkin' Donuts US	7.2	Sony Pictures TV UK	5.3	3	
						2018(Jan-Jun):	447.6	1,247
						2017(Jan-Jun):	437.1	1,242
						YoY Comparison:	2.4%	0.4%

### 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.