



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Mar 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	133.5	Telefonica Chile	132.7	53	
2	2	J Walter Thompson	ASUS Global, Alliance One US, Edelman Financial US	60.1	RACV Australia	56.0	104	
3	4	Havas Worldwide	Boulanger France, CKE (Carl's Junior) US, Ikea Japan Project	50.1		50.1	50	
4	3	Ogilvy	Formula 1 Global (CRM), National Arts Council Singapore, ICICI Bank India	47.5	Jägermeister US Digital	45.3	117	
5	25	Saatchi & Saatchi	P&G Fabric Care N America, Campbell Arnotts Australia, CPF Singapore	39.4		39.4	24	
6	10	Grey Group	Bose Global, P&G Fabric Care N. America, Campari Group UK	39.8	Hotels.com Asia	38.8	6	
7	5	Publicis Groupe	Campbell Soup Global	30.0		30.0	1	
8	7	DDB	National Lottery UK, Jim Beam Global Project, McDonald's Australia	31.0	Virgin Atlantic Europe	25.0	65	
9	15=	McCann WorldGroup	Vichy Cosmetics Global, Dorchester Collection Global, San Francisco Giants US	29.7	ALDI US	24.3	85	
10	43	GS&P	BMW US, Ram Trucks US	21.0		21.0	2	
11	8	Leo Burnett	Betfair Europe, Castello cheese Global Digital, Emirates Airlines Australia	20.6		20.6	100	
12=	6	The Martin Agency	Wizards of the Coast US, Kohl's US, Sling TV US, The Magic Brand US	17.5		17.5	5	
12=	9	R/GA	Disney Parks and Resorts US, Wine Australia, Plated US	17.5		17.5	13	
14	15=	Isobar	FMCG China Client	14.5		14.5	66	
15	18	Y&R	Office Depot Global, Viagra OTC UK, GNC vitamins China	14.5	Emirates Airlines Australia	12.0	17	
16=	54	Wieden & Kennedy	Bud Light (Social) US	11.0		11.0	2	
16=	27	TBWA	UNIQLO China, Intel India, Du UAE	16.0	Vichy Cosmetics Global	11.0	15	
18=	11	Publicis.Sapient	Carrefour Global Digital	10.0		10.0	1	
18=	12=	Conill	Lowe's US	10.0		10.0	1	
18=	12=	EP & Co	Lowe's US	10.0		10.0	1	
						Mar 2018	558.8	1,034
						Mar 2017	342.1	984
						YoY Comparison:	63.4%	5.1%



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Mar 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	-	Hearts & Science	P&G Fabric Care N.America, Amgen US	43.0		43.0	2	
2	1	Spark Foundry	Marriott Global, Mondelez N. America, Telemundo US, Campbell Arnott's APAC	44.0	DanoneWave US	41.1	11	
3	3	MediaCom	Sky(Buying) Europe, Office Depot Global, Bose Global, Hotels.com N.America	41.5	BRP N.America	36.4	39	
4	4	PHD	Iliad Italy, Harry's US, Newell US, BRP N.America	29.0	Watsons Taiwan	26.7	99	
5	16	Initiative	Liberty Mutual US, Entertainment Studios US, CB2 US	25.7	Marella Italy	25.6	55	
6	6	Havas Media	Alain Afflelou France, Aldi Denmark, GiffGaff UK, Bob's Furniture US, Yuengling US	21.9	KGA UK	19.7	48	
7	2	OMD	LIDL Italy, Betway UK, Henkel Italy, Yopa UK	21.2	H&M Hong Kong	19.1	82	
8	5	Publicis Groupe	Campbell Soup Global	13.5		13.5	1	
9	7	Horizon Media	UnitedHealth Group US, SharkNinja US	11.8	Telemundo US	11.2	2	
10	9	Vizeum	Wm Grant & Sons France, 2Go Philippines, Maquarie University Australia	11.1	Match.com UK	10.0	37	
11	8	MullenLowe MediaHub	Wyndham hotels N. America, Pearson Education US, Global Road US, AkzoNobel US B2B	8.0	Macquarie University Australia	7.9	4	
12=	-	Universal McCann	Australian Fed Gov Australia, SharkNinja US, ZSL UK	14.0	Bridgestone Tires Europe	7.8	20	
12=	11	Mindshare	Deliveroo Australia, Aleris Hamlet Denmark, Campari Denmark	13.5	Kalbe International Singapore	7.8	61	
14	10	Zenith	Pierre Fabre China, National Arts Council Singapore, IQYI Taiwan, GAC Group China	6.7	Qantas New Zealand	4.6	13	
15	12	The7stars	ABF grocery products US, Entertainment Films UK,	3.1		3.1	2	
16	13	M/SIX	Bridgestone Tires Europe, Telekom Malaysia (unifi)	3.0		3.0	2	
17	14	VaynerMedia	Mondelez N. America	2.5		2.5	1	
18	-	Blue 449	Perfetti China	1.8		1.8	1	
19	18	SapientRazorfish	Marriott Global	1.5		1.5	1	
20	19	Pilot Media	Ritter Sport Germany	1.3		1.3	1	
						Mar 2018	238.1	697
						Mar 2017	180.7	657
						YoY Comparison:	31.8%	6.1%

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.