



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / May 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, Tourism Ireland UK | 143.1 | Telefonica Chile | 142.3 | 86 | |
| 2 | 4 | Ogilvy | Diageo Colombia, Ministry of Social and Family Development Singapore, Hasbro Brazil | 82.3 | Jägermeister US Digital | 79.9 | 189 | |
| 3 | 3 | Havas Worldwide | BMW Motorsport Germany, Starbucks Europe CRM, ADP US, Dept of Education UK | 77.8 | | 77.8 | 81 | |
| 4 | 2 | J Walter Thompson | ASUS Global, Alliance One US, Edelman Financial US, Nikon MEA & APAC Digital | 105.1 | Edgewell Global | 69.5 | 195 | |
| 5 | 8 | Saatchi & Saatchi | P&G Fabric Care N America, Campbell Arnotts Australia, Didi Australia | 73.4 | Asda UK | 60.6 | 44 | |
| 6 | 19 | MullenLowe Group | Wagamama UK, Rossmann Germany, Edgewell Global, Cabify Global | 41.3 | Aldeas Infantiles SOS Bolivia | 40.3 | 15 | |
| 7 | 5 | Grey Group | Bose Global, P&G Fabric Care N. America, Campari Group UK | 39.8 | Hotels.com Asia | 38.4 | 6 | |
| 8 | 10 | Leo Burnett | Betfair Europe, Castello cheese Global Digital, Emirates Airlines Australia | 35.7 | Comboios de Portugal | 35.3 | 139 | |
| 9 | 9 | McCann WorldGroup | Vichy Cosmetics Global, Godiva chocolates Global, Resolve Finance Australia Project | 43.5 | ALDI US | 33.1 | 145 | |
| 10 | 12= | R/GA | Bank of America US, Oath US, MetLife Japan | 32.0 | | 32.0 | 28 | |
| 11 | 6 | DDB | National Lottery UK, McDonald's Australia, Miele appliances Global | 46.8 | Conagra US | 31.7 | 106 | |
| 12 | 12= | Isobar | SANA Namerakahonpo Thailand | 28.7 | | 28.7 | 148 | |
| 13 | 20 | TBWA | Fox Networks Group US, PepsiCo Australia, Amazon Australia, JD Williams UK | 35.3 | Foxtel Australia | 28.5 | 27 | |
| 14 | 11 | Y&R | Miss America US, Office Depot Global, Viagra OTC UK | 31.2 | Menulog Australia | 27.7 | 31 | |
| 15 | 16 | Dentsu | Subway Singapore, Land Transport Authority Singapore, Smart Communications Philippines Project | 26.0 | HP Japan Project | 25.0 | 119 | |
| 16 | 14 | GS&P | BMW US, Ram Trucks US | 21.0 | | 21.0 | 2 | |
| 17 | 17= | Wieden & Kennedy | Bud Light (Social) US, Converse Global, Marubi China | 18.0 | | 18.0 | 6 | |
| 18 | 15 | The Martin Agency | Wizards of the Coast US, Kohl's US, Sling TV US, The Magic Brand US | 17.5 | | 17.5 | 5 | |
| 19 | 17= | WPP(Team Energy) | BP Global | 15.0 | | 15.0 | 1 | |
| 20 | 24 | EP & Co | Lowe's US, John Deere US | 14.3 | | 14.3 | 2 | |
| | | | | | | May 2018 | 955.6 | 1,878 |
| | | | | | | May 2017 | 563.4 | 1,740 |
| | | | | | | YoY Comparison: | 70.8% | 6.9% |



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / May 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 | 2 | PHD | HSBC Global, Iliad Italy, Harry's US, Newell US, BRP N.America | 55.4 | Purple Bricks UK | 49.7 | 155 | |
| 2 | 5 | OMD | Lidl UK Planning, Beiersdorf US, San Diego Gas & Electric US | 53.6 | Estee Lauder Cos Europe | 47.3 | 140 | |
| 3 | 4 | MediaCom | Ally Financial US, Rent-A-Center US, Total Jobs UK | 52.8 | NCSS Singapore | 46.9 | 69 | |
| 4 | 1 | Carat | Microsoft Global, P&G Hair Care N. America, Gore-Tex Global | 109.9 | Macy's US | 38.3 | 117 | |
| 5 | 3 | Spark Foundry | Macy's US, Marriott Global, Mondelez N. America, Telemundo US | 54.1 | KFC US | 32.3 | 13 | |
| 6 | 6 | Hearts & Science | P&G Fabric Care N.America, Amgen US | 43.0 | Alzeihmers Research UK | 27.8 | 2 | |
| 7 | 7 | Initiative | Amazon Studios US, CMPC LATAM, Liberty Mutual US, Ecobee Canada | 32.8 | Keytrade Belgium | 27.2 | 60 | |
| 8 | 8 | Havas Media | Alain Afflelou France, Aldi Denmark, GiffGaff UK, Bob 's Furniture US, Yuengling US | 26.4 | KGA fragrances UK | 22.8 | 68 | |
| 9 | - | Wieden & Kennedy | KFC US, League of Legends US | 13.8 | | 13.8 | 2 | |
| 10 | 10 | dentsu X | Coolwinks.com India | 22.8 | Australian Fed Gov | 12.8 | 95 | |
| 11 | 14 | MullenLowe MediaHub | Crust Pizza Australia, Wyndham hotels N. America, Pearson Education US | 11.1 | Macquarie University Australia | 10.9 | 7 | |
| 12 | 11 | Vizeum | Wm Grant & Sons France, 2Go Philippines, Maquarie University Australia | 13.2 | Match.com UK | 10.6 | 68 | |
| 13= | 12 | WPP(Team Energy) | BP Global | 10.0 | | 10.0 | 1 | |
| 13= | - | Digitas | Macy's US | 10.0 | | 10.0 | 1 | |
| 15 | 13 | Universal McCann | Premier Inn UK, NCSS Singapore, LGT Private Banking Singapore | 16.1 | Westons Cider UK | 9.7 | 26 | |
| 16 | 15 | Horizon Media | TriHonda dealers US, UnitedHealth Group US, SharkNinja US, SharkNinja US | 14.0 | Optimum cable US | 7.9 | 3 | |
| 17 | 19 | M2M | Hyundai Australia, British Motors Hong Kong Project | 5.5 | | 5.5 | 5 | |
| 18 | 16 | Zenith | Didi Australia, Ixigo India, Pierre Fabre China, GAC Group China | 8.0 | Crown Media Family Networks US | 5.4 | 21 | |
| 19 | 21 | 360i | Advance Auto Parts US | 4.0 | | 4.0 | 3 | |
| 20 | 17 | M/SIX | Westons Cider UK, Bridgestone Tires Europe, Telekom Malaysia (unifi) | 3.2 | | 3.2 | 3 | |
| | | | | | | May 2018 | 397.7 | 1,103 |
| | | | | | | May 2017 | 344.9 | 1,106 |
| | | | | | | YoY Comparison: | 34.2% | -2.8% |

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.