

## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Nov 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	184.2	Office Depot US	173.2	452
2	2	BBDO	Kohl's US, Mercedes Benz Service Germany, EA Madden US	151.4	Belvedere vodka US	140.6	237
3	3	Ogilvy	CFA Institute Global, British Airways(Loyalty) US, Mondelez Cadbury UK & Australia	136.8	American Express US	110.7	338
4	4	Isobar	Lafayette 148 US (Digital), Titan Company (Digital) Global, Canon Thailand	91.7	Innisfree Malaysia	91.6	371
5	5	J Walter Thompson	Le Monde France, Church's Chicken US, Qatar Financial Centre Global, Tunisie Telecom Europe	117.9	Kellogg's US	90.3	558
6	6	DDB	Radox Global, Sol Beer US, ConAgra US, Miller Lite US, Freedom Furniture Australia	105.2	Electrolux Global	83.2	304
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	67.0	Coty (Max Factor) Global	53.3	243
9	9	Anomaly	Halo Top US, The Hershey Company US, Carnival Cruises US, Electrolux Global	55.2	Diesel Global	51.7	12
10-	10	WPP(Team WBA)	Walgreens Boots Alliance US	50.0		50.0	1
10-	-	Dentsu Aegis Network	Subway N. America	50.0		50.0	1
12	12	MullenLowe Group	Kia Motors EMEA, Whole Foods Market US, Nuveen US, Eurosport Europe, E*Trade US	53.3	Cash Converters Australia	46.9	69
13	13	Publicis	Lastminute.com UK, Diesel Global, Winter Olympics 2018 UK&US	39.9	MT Educare India	38.2	213
14	11	Droga5	Asahi beer US & UK, Peroni Nastro Azzurro UK, Mattress Firm US, Tencent Gaming US	48.0	Air Wick, Clearasil Global	38.0	13
15	14	Dentsu	Abbott Malaysia, Panasonic India Project, Vieda India	37.1		37.0	208
16	19	FCB	Blue Bunny US, Shionogi US, Holland & Barrett UK, Aclaris US, Nestlé Grego Germany	37.9	Lime-a-Rita US	30.9	70
17	16	CP+B	The Hershey Company US, Domino's US,	33.5	NBA 2K US	29.5	4
18	15	Grey Group	Revlon US, Tuborg Beer Global	69.2	3M Consumer Brands US	29.1	111
19	20	Saatchi & Saatchi	Asics Global, Nestle ProPlan Australia Project, Border Security Australia Project	31.1	Aosimth China	24.2	95
20	17	72andSunny	Uber Global, Infiniti Global, Hello Products US, eBay US	28.9	Target US	23.9	5
						<b>1,633.5</b>	<b>4,513</b>



## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Nov 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	Uber US, Akzo Nobel paints Global, Tele2 Sweden, Vauxhall-Opel Europe	283.7	Subway US	186.9	240
2	2	Mindshare	Unilever(Planning) Global, Deutsche Telekom Germany, IBM US&APAC	156.5	Ubisoft US	109.8	190
3	3	Vizeum	AB InBev NA, Europe, Africa, Bunnpris Norway, Open Text Canada	90.1	Pernod Ricard Australia	84.4	160
4	5	Havas Media	Mylan Global, EDF France & UK, Sanofi US, Atout France	88.7	Biocodex Russia	82.8	184
5	4	Starcom	Lionsgate US, AB InBev CN, KR, JP, AB InBev Colombia, Peru and Ecuador	98.4	LEGO US	67.8	49
6	7	Initiative	LEGO Global, Amazon Global, Carlsberg Global, Value Retail Group Europe, Unibet UK	74.8	Uber US	45.3	63
7	6	MullenLowe MediaHub	MTV US, Staples US, Nuveen US, Eurosport Europe	41.6	MOO US	41.3	10
8	8	dentsu X	Progress Russia, Booking.com Singapore, Honda Motorcycle Thailand	41.0	UCB, Inc.- Zyrtec Russia	35.6	190
9	10	Horizon Media	Sprint US	35.0	Jack in the Box US	30.3	1
10	23	OMD	Henkel Germany, Toom Germany, Qantas Australia	107.9	Carlsberg Global	29.0	334
11	21	Dentsu Aegis Network	Subway US, Heineken brands TBC Global	27.0	Rostelecom Russia	26.8	2
12	11	Universal McCann	iZettle US, Accenture Global, Coach Global, Ubisoft US, Spotify US, Lego Australia	35.8	Mylan Global	26.1	93
13	-	Crossmedia	BMW Group(Digital), HomeAway.com, Advance Auto Parts	26.5	Toom Germany	21.3	6
14	9	PHD	AB InBev AU, VN, IN, German Fed Gov(Planning) Germany, Volkswagen(Digital) Germany	52.5	Unilever(Communications Planning) Global	20.0	201
15	12	Publicis(Connect)	MillerCoors US	20.0		20.0	1
16	14	Empower	O-Cedar US, Fifth Third Bancorp US, Captain D's US, Ashley Furniture US Planning	14.8		14.8	4
17	15	GroupM	British Airways Global, LVMH APAC	13.0	Cipla India	11.2	2
18	13	Carat	Coca-Cola France, Danske Bank Nordics, CNAMTS France	74.1	Lego Europe & Asia	9.9	273
19	16	Essence	BT, EE UK	13.0	HP(Digital) Global	8.0	2
20	17	KWG	Sanofi(Buying)	7.5		7.5	1
						<b>845.3</b>	<b>2,343</b>

### 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.