



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Nov 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	Adidas China, Weigang Dairy China, Dr. Oetker India, Huarun Painting China, Nike China	187.7	The Home Depot Canada	183.8	171	
2	2	Leo Burnett	Wingstop Inc. US, Butlin's UK, Hainan Airlines China, Samsung GMC Korea, VW New car brand identity (Phase 4) China	165.4	KEI Industries India Retainer	161.7	246	
3	3	J Walter Thompson	Midea Washing Machine Asia Pacific, Vitasoy Asia Pacific, Mazda NA, United Health Group NA	196.7	Shell Global	149.8	529	
4	4	McCann WorldGroup	Yinji Holiday Resort China, Opel Europe, Magnet Kitchens UK, Columbia Sportswears Global, Banco do Brasil Brazil	144.2	Cathay Pacific Global	128.8	298	
5	6	Ogilvy	Country Crock US, Go-Jek Singapore, Costa Coffee UK, Fangte - Rebranding and brand consulting China	114.5	Babylon GP UK	108.9	339	
6	5	Goodby Silverstein & Partners	Pepsi US, BMW US, Liberty Mutual US	107.3		107.3	8	
7	7	Isobar	Siamnuwat Thailand, Marks & Spencer (M&S) India, Colorbar India, Wired Global	79.0		79.0	420	
8	8	Saatchi & Saatchi	Paradise Island US, Cathay Pacific APAC, New World China Property China	91.5	Emirates Air Hongkong	78.0	72	
9	13	R/GA	Eurosport Europe, Home Depot Décor US, Georgia-Pacific Quilted Northern US, British Land UK	75.7	NFL Network US Project	70.7	62	
10	10	VMLY&R	Amart Australia, Best&Less Australia, TerryWhite Chemmart Australia, Amtrak US, Puma China E. LECLERC France, Hain Daniel	75.4	Menulog Australia	69.2	122	
11	9	Havas Worldwide	brands UK, Altria France, Rite Aid US	105.2	Liberty Mutual US	64.9	134	
12	11	BBDO	AmBev Brazil, Ford Global, O2 Germany, Bayer US, Asda UK	312.1	Tourism Australia Global	52.8	118	
13	12	MullenLowe Group	Uber UK, Co-operative Bank UK, Pharmeasy India, Modern Bread India, ITC India	50.8	Aldeas Infantiles SOS Bolivia	49.8	30	
14	16	FCB	Home Depot Canada, Samsung New Zealand, QED Therapeutics (Oncology) US, Gomes de Costa Brasil	41.8	Volkswagen New Zealand	39.9	48	
15	14	Wieden & Kennedy	Tinder US, Bud Light (Social) US, Converse Global	39.0		39.0	8	
16	17	Dentsu	Mazhavi Manorama India, Geojit Financial Services India, Subway Singapore, Land Transport Authority Singapore	29.8	HP Japan Project	28.5	141	
17	15	TBWA	Dissan Group Canada, McCafé US, Together UK, Du Middle East, Bluebird Bio US	45.6	Lidl UK	24.5	37	
18	18	Digitas	Mercedes-Benz China Project, Nutrilite US, Huawei China China Project, Clinique China Project	20.8		20.8	57	
19	20	MXM	United Healthcare US, Vraylar US, Amgen US Project, Abbott Labs US Project	20.0		20.0	16	
20	19	GSD&M	Pizza Hut US, Jack Link's US, Harry's shave care US	24.3	John Deere US	19.5	3	
						Jan - Nov 2018:	1,691.0	3,732
						Jan - Nov 2017:	1,633.5	4,513
						YoY Comparison:	3.5%	-17.3%



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Nov 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	MediaCom	Coca-Cola UK & Ireland, Lloyds Banking Group UK, Amtrak US, Hilton Hotels & Resorts Global, Sony US, Mars Global	236.2	Toms Shoes US	189.2	159	
2	2	OMD	McDonald's Netherlands, Daimler Global, Department for Work and Pensions UK, McDonald's China	193.1	Luxtotta Australia	160.4	295	
3	3	Initiative	Kneipp Germany, Shark Ninja Germany, Aida Crusies Germany, Liverpool Victoria UK, UPS US	91.5	O2 Home Services France	83.9	146	
4	6	Havas Media	Lactalis Global, Hugo Boss Global, Puma Global, Carrefour Europe, Pizza Papa Johns US	106.1	LVMH NA	82.4	187	
5	4	Hearts & Science	WarnerMedia group US, P&G Fabric Care N.America, Amgen US	84.3	Alzeihmers Research UK	69.1	9	
6	5	Publicis Media	GlaxoSmithKline Global, Cathay Pacific Global	73.0	Suncorp Australia	67.5	3	
7	55	Starcom	Fiat Chrysler US, Coca Cola LATAM	105.4	Telkomsel Indonesia	60.7	43	
8	7	Dentsu Aegis Network	The Co-operative Group UK, Intel Global, United Airlines Global, LVMH NA, Heineken	50.5	Sodastream Switzerland	50.3	40	
9	8	Spark Foundry	AVON China, Saputo (Murray Goulburn) Australia, General Beverage Thailand, Mondelez MENA	70.3	Bloomin' Brands US	45.4	24	
10	9	PHD	Chauffeur Privé France, Stepstone Germany, Frizbiz France, Daimler Belgium, Purplebricks Canada	78.6	Newell Brands US	36.4	271	
11	10	Blue 449	T-Mobile US, PZ Cussons ANZ, Spark Networks Australia	42.7	OYSTER adv. Agency Greece	35.6	8	
12	11	dentsu X	Drivezy India, LVMH US, AESIO France, Dairy Queen Canada, Coolwinks.com India	44.5	General Mills Taiwan	27.4	146	
13	13	Zenith	Luxtotta Australia, Mailchimp US, Lactalis Australia, Ralph Lauren APAC	30.6	Moss Bros UK	25.9	57	
14	26	Mindshare	BP Global, Newell Brands US, Buffalo Wild Wings US, Unilever India AOR (Digital)	92.9	HSBC Greece	23.1	214	
15	14	MullenLowe MediaHub	Dropbox US, The Co-operative Bank UK, Prospa ANZ, Bloomin' Brands US, Dropbox Global Global	22.2	MCT Berhad Malaysia	21.9	35	
16	16	Essence	T-Mobile US, Tigerair Australia, T-Mobile US Digital Media	20.2		19.7	2	
17	19	Wavemaker	Mitsubishi Motors Australia, Huawei India, YouFoodz Australia, Chando China	91.7	BEIERSDORF Greece	19.3	155	
18	17	Wieden & Kennedy	KFC US, League of Legends US	13.8		13.8	2	
19	18	Horizon Media	Northwestern Mutuak US, Burlington Stores US, TriHonda dealers US	20.5	Buffalo Wild Wings US	10.4	6	
20	20	WPP(Team Energy)	BP Global	10.0		10.0	1	
						Jan - Nov 2018:	1,029.6	2,255
						Jan - Nov 2017:	845.3	2,343
						YoY Comparison:	21.8%	-3.8%

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.