

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Oct 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	Ulta Beauty US, National Geographic US Brand Marketing , Flybe US	162.3	Office Depot US	151.3	402
2	4	BBDO	Kohl's US, Mercedes Benz Service Germany, EA Madden US	151.4	Belvedere vodka US	140.6	237
3	2	Ogilvy	CFA Institute Global, British Airways(Loyalty) US, Mondelez Cadbury UK & Australia	132.0	American Express US	105.9	326
4	5	Isobar	Lafayette 148 US (Digital), Titan Company (Digital) Global, Canon Thailand	86.8	Innisfree Malaysia	86.7	337
5	3	J Walter Thompson	Le Monde France, Church's Chicken US, Qatar Financial Centre Global, Tunisie Telecom Europe	111.6	Kellogg's US	84.0	513
6	6	DDB	Radox Global, Sol Beer US, ConAgra US, Miller Lite US, Center Parcs Europe	95.2	Electrolux Global	73.2	273
7	9	GS&P	Liberty Mutual US, PepsiCo US, NFL Network US Project, Gradifi US Project	87.7	Princess Cruises US	72.3	4
8	11	Leo Burnett	McDelivery Global, McDonald's UK, Kellogg's US, Serta Mattresses US	68.1	Coty (Max Factor) Global	54.4	236
9	7	Anomaly	The Hershey Company US, Carnival Cruises US, Electrolux Global, Coca-Cola Minute Maid US	57.0	Diesel Global	53.5	11
10	8	WPP(Team WBA)	Walgreens Boots Alliance US	50.0		50.0	1
11	10	Droga5	Peroni Nastro Azzurro UK, Mattress Firm US, Tencent Gaming US	47.0	Air Wick, Clearasil Global	37.0	12
12	12	MullenLowe Group	Whole Foods Market US, Nuveen US, Eurosport Europe, E*Trade US	43.3	Cash Converters Australia	36.9	67
13	15	Publicis	Diesel Global, Winter Olympics 2018 UK&US, FNAC Darty Europe	36.9	MT Educare India	35.1	191
14	16	Dentsu	Abbott Malaysia, Panasonic India Project, Vieda India	34.6		34.5	194
15	13	Grey Group	Revlon US, Tuborg Beer Global	69.2	3M Consumer Brands US	30.1	111
16	14	CP+B	The Hershey Company US, Domino's US,	33.5	NBA 2K US	29.5	4
17	23	72andSunny	Uber Global, Infiniti Global, Hello Products US, eBay US	28.9	Target US	23.9	5
18	17	R/GA	Samsung US Social Media, Coty(Clairol and Wella) US, Johnnie Walker Global	30.5	E*Trade US	23.5	10
19	18	FCB	Shionogi US, Holland & Barrett UK, Aclaris US, Nestlé Grego Germany, Huawei UK Project	29.0	Lime-a-Rita US	22.8	60
20	19	Saatchi & Saatchi	Asics Global, Nestle ProPlan Australia Project, Border Security Australia Project	28.4	Aosimth China	21.4	82
						1,513.4	4,182



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Oct 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	Vauxhall-Opel Europe, AB InBev LatAm(6+ Markets), Sunny D US, MetLife US	264.0	Deutsche Telekom Germany	189.8	204
2	3	Mindshare	Deutsche Telekom Germany, IBM US&APAC, Greenpeace Germany	131.7	Ubisoft US	86.9	170
3	2	Vizeum	AB InBev NA, Europe, Africa, Bunnpris Norway, Open Text Canada	90.0	Pernod Ricard Australia	84.3	155
4	4	Starcom	Lionsgate US, AB InBev CN, KR, JP, AB InBev Colombia, Peru and Ecuador	96.7	GovTech Singapore	73.9	38
5	5	Havas Media	Sanofi US, Bristol-Myers Squibb Global, National Football League US	76.8	Polski Bank Komorek Poland	71.2	163
6	7	MullenLowe MediaHub	Staples US, Nuveen US, Eurosport Europe	40.6	MOO US	40.3	9
7	-	Initiative	Amazon Global, Carlsberg Global, Value Retail Group Europe, Unibet UK	62.5	Inventor Greece	38.5	56
8	9	dentsu X	Progress Russia, Booking.com Singapore, Honda Motorcycle Thailand	38.5	UCB, Inc.- Zyrtec Russia	33.1	179
9	10	PHD	AB InBev AU, VN, IN, German Fed Gov(Planning) Germany, Volkswagen(Digital) Germany	48.1	Elizabeth Arden US	30.9	187
10	8	Horizon Media	Sprint US	35.0	Jack in the Box US	30.3	1
11	12	Universal McCann	iZettle US, Accenture Global, Coach Global, Ubisoft US, Spotify US	32.1	Office Depot US	24.9	85
12	11	Publicis(Connect)	MillerCoors US	20.0		20.0	1
13	6	Carat	Coca-Cola France, Danske Bank Nordics, CNAMTS France	68.2	Vauxhall-Opel Europe	15.2	260
14	13	Empower	Fifth Third Bancorp US, Captain D's US, Ashley Furniture US Planning	14.3		14.3	3
15	14	GroupM	British Airways Global, LVMH APAC	13.0	Cipla India	11.2	2
16	-	Essence	BT, EE UK	13.0	HP(Digital) Global	8.0	2
17	16	KWG	Sanofi(Buying)	7.5		7.5	1
18	17	Hearts & Science	Intuit US, Barclays US	6.4		6.4	4
19	18	M/SIX	John Hancock US, Virgin Money UK, Argos UK	10.3	Sainsbury's	6.3	4
20	19	GIMC	FAW Group China	5.0		5.0	1
						759.2	2,126

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.